

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62,97

OLDS'

FALL BULB BOOK 1943

LIBRARY
SEP 8 1943
U. S. Department of Agriculture



L.L.OLDS SEED CO. *Madison,*



Tulips on Parade at New York World's Fair.

OLDS' GUARANTEE

We guarantee all bulbs sent out to be of largest size, true to name and to arrive in satisfactory condition. If upon arrival our bulbs are not equal or superior to any bulbs you could have purchased, or you are not entirely satisfied, they may be returned to us and your money will be promptly refunded. Bulbs and seeds are planted under varying conditions of soil and climate and we will not be responsible for them after they are planted. Nor do we give any further warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out and will not be responsible for the crop.

HOW TO ORDER

Send in your order as early as possible on the enclosed order blank. It will be acknowledged at once and bulbs sent as soon as stocks are ready. Later in the season our stocks may become broken and it will probably be impossible to replace them. Orders for plants will be sent about September 10th, weather permitting. No postage is required as prices include postage. Our terms are cash with the order or we will ship C. O. D., providing one-fourth of the amount accompanies the order. Field seeds or fertilizers, however, unless quoted postpaid, are sent express or freight collect.

Plant Now for Gorgeous Spring Flowers











Plant Olds' bulbs and plants this fall. No garden or planting is complete without a plentiful supply of beautiful spring flowers. If you are going to have these gay spring flowers, the planting must be done this fall. Fall bulbs are easy to grow. All that is necessary is to give the bulb a fair chance to develop. The most important item to remember is that all bulbs have good drainage to survive. Please note our cultural directions printed on this page. To a large extent the beauty of your spring garden will depend much upon the quality and type of material that you plant. We have a reputation of supplying only the best bulbs obtainable and our list comprises the best varieties for outdoor planting.

While we think of fall as bulb-planting time, it is also the time to plant Peonies, Iris, Lilies, Phlox, and other perennials. Our large assortment of plants are all field grown two to three years old. Ideal for permanent beds and borders. Like the bulbs, when once established they will produce an abundance of flowers for years to come.

HOW TO PLANT

Plant only the finest quality bulbs. Olds' bulbs are the best that can possibly be secured. They have a reputation for large flowers and uniformity of size and color. Most bulbs should be planted in the open ground as early in the fall as possible, as this gives them time to make suitable root growth before freezing weather. They can be planted right up to the time the ground freezes, but with late plantings be sure that a very heavy application of mulch is placed over the beds. All bulbs should be planted to the depth shown in the diagram. Set the bulbs firmly, taking care not to leave an air space at the base of the bulb where water will settle and cause the bulb to rot. CHOOSE A WELL-DRAINED LOCATION. This is most important. If you do not have a suitable place raise the bed about six inches for good drainage. Cover the bed after the ground freezes with some form of mulch.

OLDS' BULB PLANTING CHART

1 in.							
2 in.							
3 in.				CROCUS 3 in. APART			SNOWDROPS 3 in. APART
4 in.		SCILLAS 3 in. APART					GRAPE HYACINTHS 3 in. APART
5 in.				LILIUM CANDIDUM 12 in. APART			
6 in.		HYACINTHS 8 in. APART				NARCISSUS 6 to 8 in. APART	
7 in.							EARLY TULIPS 5 to 6 in. APART
8 in.							LATE TULIPS 5 to 8 in. APART
9 in.				HARDY LILIES 12 to 15 in. APART			

THIS CHART INDICATES THE DEPTH AND DISTANCE APART VARIOUS FALL BULBS SHOULD BE PLANTED

Number of Bulbs Required for Planting Circular Beds.

Diameter of Bed	3 inches apart	4 inches apart	6 inches apart	8 inches apart
3 feet.....	127	95	37	12
4 feet.....	217	127	61	37
5 feet.....	331	225	91	69
6 feet.....	469	271	127	78
7 feet.....	631	410	169	96
8 feet.....	817	469	217	127

Olds' Early Single Tulips

THE FIRST TULIPS TO BLOOM

Olds' Early Tulips grow about seven to fifteen inches tall, are entirely hardy and bloom two weeks earlier than Darwin or Cottage Tulips. They usually blossom in April, continuing for a period of two to three weeks. These dauntless leaders in the season's procession of bloom, gaily put forth their valiant colors while most plants still are dormant.

Though not as tall as the later varieties, early tulips rival them in brilliance of color, and frequently in size of bloom.

ARTUS. (11 in.) A splendid, deep glowing scarlet, much used for bedding and for forcing. Our most popular early variety. Prices: 6 for 55c; 12 for \$1.05; 100 for \$7.70, postpaid.

FRED MOORE. (15 in.) A beautiful long stem, deep orange tulip. Much used for forcing and bedding. Prices: 6 for 55c; 12 for \$1.05; 100 for \$7.70, postpaid.

WHITE SWAN. (12 in.) A very fine white. Prices: 6 for 55c; 12 for \$1.05; 100 for \$7.70, postpaid.

YELLOW PRINCE. (10 in.) An early, sweet-scented, large flowering variety of exceptional beauty. Fine for forcing. Prices: 6 for 55c; 12 for \$1.05; 100 for \$7.70, postpaid.

OLDS' SPECIAL SINGLE MIXED. An excellent mixture of all colors. Prices: 6 for 50c; 12 for 95c; 100 for \$7.00, postpaid.

OLDS' COLLECTIONS OF EARLY SINGLE TULIPS

3 bulbs of each of the named 5 varieties (15 bulbs).....	\$1.35
6 bulbs of each of the named 5 varieties (30 bulbs).....	2.60
12 bulbs of each of the named 5 varieties (60 bulbs).....	5.00
25 bulbs of 4 varieties (100 bulbs), your choice for.....	7.80

Each variety separately packed and labeled.



Grand Duke or Keizerkroon.

GRAND DUKE. (12 in.) (Keizerkroon.) Bright red with a distinct broad yellow border. Very large and showy. Fine for forcing. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.00, postpaid.

Olds' Early Double Tulips

Double Tulips are about the same in height, a trifle later in season, remaining in bloom a little longer than the single early class. Their mammoth double peony flowers make a beautiful display in beds (see illustration below), or planted in with the single earlies to extend the blooming season. This class is also prized for growing indoors in pots. Having a larger flower they require a fertile soil in order to reach perfection.

OLDS' COLLECTIONS OF EARLY DOUBLE TULIPS

3 bulbs of each of the above named 4 varieties (12 bulbs).....	\$1.20
6 bulbs of each of the above named 4 varieties (24 bulbs).....	2.30
12 bulbs of each of the above named 4 varieties (48 bulbs).....	4.40

Each variety separately packed and labeled.

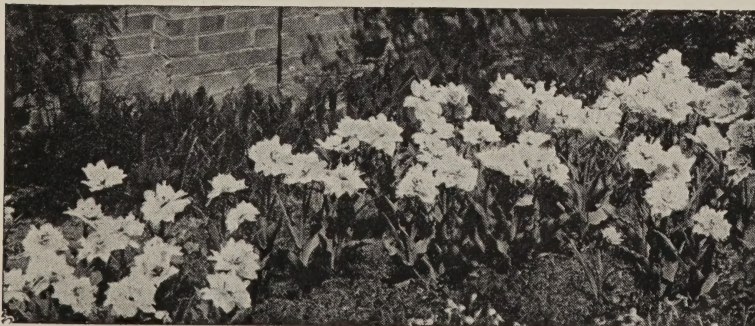
CROWN OF GOLD. (13 in.) (Couronne d'Or.) Golden yellow, flushed with orange; a magnificent flower of great beauty and size; strong stems hold the flower upright; a fine forcer and bedder. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.20, postpaid.

PEACH BLOSSOM. (10 in.) Deep, rosy pink, deepening with age. Popular for forcing. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.20, postpaid.

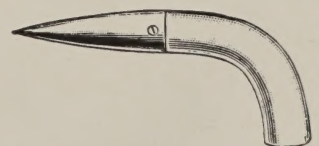
SCHOONOORD. (16 in.) The best double early pure white. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.20, postpaid.

VUURBAAK. (16 in.) Brilliant double scarlet that turns to an orange hue when fully open. Fine for forcing or bedding. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.20, postpaid.

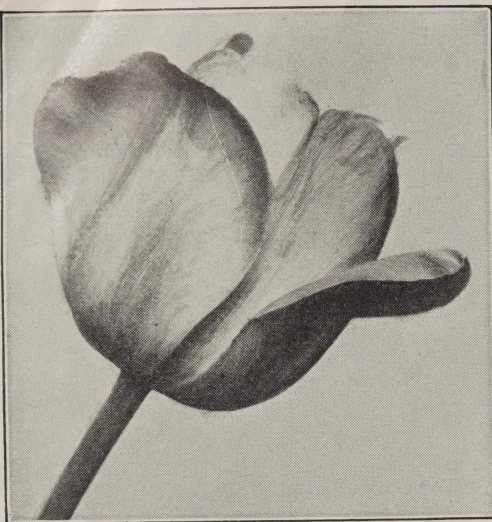
OLDS' SPECIAL DOUBLE MIXED. All colors. Prices: 6 for 55c; 12 for \$1.05; 100 for \$7.45, postpaid.



A Border of Double Tulips.



OLDS' BULB AND PLANT DIBBLE. A handy tool for setting bulbs and plants. Wood handle with 4-inch steel point. Each, 65c, postpaid.



Dream.

DREAM. (30 in.) Beautiful lilac blue. Prices: 6 for 60c; 12 for \$1.10; 100 for \$8.00, postpaid.

CITY HAARLEM. (27 in.) Bright glittering scarlet with blue center, shading white; immense blooms; unsurpassed for groups on account of its fine color and stately habit. Prices: 6 for 75c; 12 for \$1.40; 100 for \$10.00, postpaid.

FARNCOMBE SANDERS. (26 in.) A fine, large flower of fiery scarlet, vivid cerise inside. Long stems. If we had room for only one variety of tulip this would be our choice. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

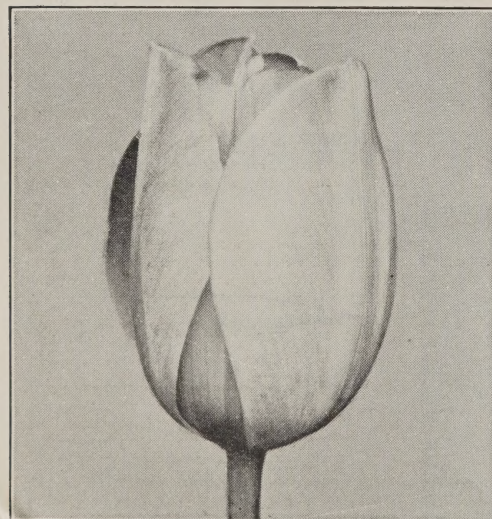
INGLESCOMBE YELLOW. Cottage Tulip. Best outdoor yellow. See page 5.

PHILIPPE DE COMMINES. (30 in.) A lovely large flower of good form and substance. Color velvety maroon-black. Vigorous grower. Prices: 6 for 50c; 12 for 90c; 100 for \$6.75, postpaid.

PRINCESS ELIZABETH. (28 in.) Rich rose-pink, silvery edged. Large flowers. Prices: 6 for 50c; 12 for 90c; 100 for \$6.75.

PROF. ROWENHOFF. (30 in.) A most satisfactory variety to grow as it does well under the most difficult conditions. Bright cherry red or deep rose outside with the inside of ivory white with blue star base. Enormous flowers. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

PLEASE NOTE: All quotations on fall bulbs in this catalog are made subject to stocks being unsold upon receipt of order.



William Copeland.

Olds' Giant Darwin Tulips

THE MOST POPULAR CLASS

OUR PRICES INCLUDE DELIVERY TO YOUR MAIL BOX.

FIFTY BULBS AT THE ONE HUNDRED RATE.

The Darwins are matchless for borders, among hardy flowers, for grouping against a background of shrubs, or in combinations of delicate colors for contrast in the flower garden. They may be planted with the Cottage and Breeder Tulips as they bloom about the same time.

Darwin Tulips are distinctive on account of their large, single globular flowers and strong, upright spikes. They grow to a height of 24 to 30 inches and are usually in full bloom about Decoration Day.

AFTERGLOW. (26 in.) A most beautiful tulip. Deep orange tints suffused with salmon and edged apricot-orange. Stately grower and very popular. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

BARTIGON. (26 in.) Very showy flowers of fiery crimson with light base. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

CARRARA. (22 in.) Pure white cottage tulip that resembles a Darwin. (See page 5.)

CLARA BUTT. (20 in.) The favorite true pink entirely free from lavender. Considered by many the best pink. Prices: 6 for 50c; 12 for 90c; 100 for \$6.75, postpaid.



Philippe De Commine.

WILLIAM COPELAND. (26 in.) Sweet lavender. Dull pale magenta finest and earliest forcing Darwin tulip. Recommended primarily for forcing. Prices: 6 for 50c; 12 for 90c; 100 for \$6.75, postpaid.

WILLIAM PITT. (26 in.) A very beautiful tulip of great merit. Color deep brilliant scarlet tinged on outer petals. Excellent for bedding and forcing. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

OLDS' SPECIAL DARWIN MIXED. A special blended mixture of all the popular choice named varieties. Prices: 6 for 50c; 12 for 90c; 100 for \$6.90, postpaid.

OLDS' DARWIN TULIP COLLECTIONS

3 bulbs of each of the named 11 varieties (33 bulbs) . . . \$ 2.95
6 bulbs of each of the named 11 varieties (66 bulbs) . . . 5.80
12 bulbs of each of the named 11 varieties (132 bulbs) . . . 11.40

OLDS' EARLY ORDER GIFT

With every order for BULBS amounting to \$3.00 or more, not including plants or other goods received before October 10th, we will include free one dozen early flowering bulbs of our choice. Send your order early and take advantage of our free gift.

Olds' Dainty Cottage Tulips

COTTAGE TULIPS, like the Darwins and Breeders, flower during May outdoors. The flowers have distinct colors, with oval or pointed petals.

CARRARA. (22 in.) Very large pure white. Always a sensation at spring flower shows. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.20, postpaid.

DIDO. (26 in.) Superb in form, poised erect on a straight stem, we know of no other tulip that has more fragrance and brilliant coloring than Dido. It is a deep, rich pink with salmon lights, suffused and slightly edged orange. Prices: 6 for 50c; 12 for 90c; 100 for \$6.75, postpaid.

INGLESCOMBE YELLOW. (22 in.) A fine, large, globe-shaped flower; color, a beautiful rich yellow. Very often called the "Yellow Darwin" but really is a cottage tulip. Prices: 6 for 50c; 12 for 90c; 100 for \$6.75, postpaid.

INGLESCOMBE PINK. (25 in.) (Salmon Queen.) Delicate rose-pink faintly flushed salmon. Very large globular flowers of great beauty and good substance. Recommended for massive bedding purposes. Prices: 6 for 55c; 12 for \$1.00; 100 for \$7.25, postpaid.

JOHN RUSKIN. (17 in.) A handsome egg-shaped flower of a pretty apricot-rose. Deeply flushed with canary yellow at margin of petals. The whole flower shot with salmon-orange. Prices: 6 for 55c; 12 for \$1.00; 100 for \$7.25, postpaid.

MAIDEN'S BLUSH. (18 in.) Long, lily-shaped flowers of ivory-white, tipped and edged with rose which gradually deepens. One of the finest. Prices: 6 for 60c; 12 for \$1.10; 100 for \$8.00, postpaid.

OLDS' SPECIAL MIXED COTTAGE TULIPS. Prices: 6 for 50c; 12 for 90c; 100 for \$6.90, postpaid.



Cottage Tulip, Maiden's Blush.

OLDS' COLLECTION OF COTTAGE TULIPS

This collection can be used along with the Breeder and Darwin Collections as they are tall growing and bloom about the same time.

3 bulbs each of the 6 named varieties (18 bulbs).....	\$1.40
6 bulbs each of the 6 named varieties (36 bulbs).....	2.70
12 bulbs each of the 6 named varieties (72 bulbs).....	5.20

Each variety postpaid and separately packed and labeled.

ANNUAL FLOWER SEEDS

Many of our best annuals may be sown late in the fall just before the ground freezes. You probably have noticed in your flower garden Cosmos, Petunias, and other annuals growing from self-sown seed. Planting in the fall assures a longer blooming season and heavier plants and at the same time it relieves the spring rush. See Spring Catalog for prices. If you do not have one ask for a copy.

VIGORO TABLETS

Vigoro, the complete, 11-element plant food, is now available in handy tablet form for house plant and window box use. Order a box—24 tablets. Price, 15c, postpaid.

Olds' Giant Breeder Tulips

MANY RARE SHADES FOUND IN THIS CLASS

They are very similar to the Darwins in their tall growth, and have even larger flowers. They bloom about the same time, but have an entirely different range of colors, comprising bronze, terra cotta, orange brown and other artistic tones altogether wanting in the Darwins.

BRONZE QUEEN. (28 in.) Soft golden bronze. Prices: 6 for 50c; 12 for 90c; 100 for \$6.75, postpaid.

CARDINAL MANNING. (28 in.) Rosy violet. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

LOUIS XIV. (30 in.) A wonderful variety, very large goblet-shaped flowers of bluish purple with golden-brown margin, now offered at less than one-fourth the usual price. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

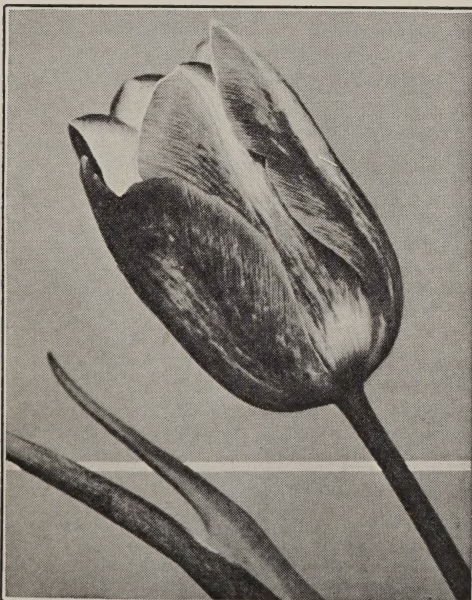
PRINCE OF ORANGE (Orange Beauty). (22 in.) A remarkable showy globular flower of great substance lasting unusually long. Color a rich chestnut-red overlaid with brilliant orange-scarlet. Large fragrant flower of great beauty. Recommended for beds and borders. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.25, postpaid.

OLDS' SPECIAL MIXED BREEDERS. A choice blending of all the finest Breeder Tulips. Prices: 6 for 50c; 12 for 90c; 100 for \$6.90, postpaid.

Collections of Breeder Tulips

3 bulbs of each of the above named 4 varieties (12 bulbs).....	\$1.00
6 bulbs of each of the above named 4 varieties (24 bulbs).....	1.90
12 bulbs of each of the above named 4 varieties (48 bulbs).....	3.60

Each variety separately packed and labeled.



Breeder Tulip—Bronze Queen.



A border planting of Olds' Darwin Tulips.

OLDS' BRILLIANT BORDER COLLECTION OF GIANT TULIPS

FIVE VARIETIES

50 largest sized bulbs, \$3.90, postpaid.

This beautiful collection of tall growing Darwin Tulips will make a brilliant border planting. Five varieties of 10 bulbs, each separately packed and labeled, for only \$3.90, postpaid. Each collection contains the following varieties:

- 10 Farncombe Sanders. Fiery scarlet.
- 10 Princess Elizabeth. Rose.
- 10 Inglescombe Yellow. Rich yellow.
- 10 Carrara. White.
- 10 Philippe De Communes. Maroon black.

WINTER ONION SETS

Perennial or Egyptian. Plant onion sets now for the first early green bunching onions in the spring. These onions form heads on the tops of the stalk which drop to the ground and produce a crop the following season. Start a bed of these in a corner of your garden and have early bunching onions each year with practically no attention at all. Plant them fairly deep or hill to produce long white onions. These onions will not produce bulbs and are only used for bunching onions. Prices: 1 lb., 35c; 2 lbs., 50c, postpaid.



New Parrot Tulip Fantasy.

OLDS' NEW SKYROCKET COLLECTION OF GIANT BRILLIANT COLORED TULIPS

FIFTEEN VARIETIES

30 largest sized bulbs, \$2.65, postpaid.

The bulbs used for this collection are from our regular large sized stock, the same as used in the filling of all orders. The collection includes practically every color to be found in Tulips. We call it the Skyrocket Tulip Collection because all varieties are tall growers and richly colored. Two bulbs each of the fifteen varieties listed below are used in making up this collection.

Each variety will be separately wrapped, packed and labeled, and the price quoted is postpaid to your address.

Afterglow. Deep orange suffused with salmon.

Clara Butt. The true pink.

Dream. Lilac-blue.

Farncombe Sanders. Fiery scarlet.

Princess Elizabeth. Rose.

City of Haarlem. Bright scarlet.

Inglescombe Yellow. Rich yellow.

Carrara. A white cottage.

Philippe De Communes. Velvety maroon black.

Inglescombe Pink. Salmon-rose.

John Ruskin. Apricot-rose.

Maiden's Blush. White with rose edging.

Bronze Queen. Soft golden-bronze.

Louis XIV. Large bluish purple with golden brown margins.

Prince of Orange. Chestnut-red overlaid with brilliant orange-scarlet.

Rembrandt Tulips

Rembrandt Tulips have long stems with large flowers and they bloom at the same time as the Darwins. They are really broken forms of Darwins, the difference being in their unique color; the flowers are striped and variegated. Too gaudy to plant alone in large beds but beautiful planted in with other tall tulips.

SPECIAL MIXED REMBRANDT TULIPS. Prices: 6 for 60c; 12 for \$1.15; 100 for \$8.00, postpaid.

Fancy Parrot Tulip

FANTASY. A remarkable Parrot Tulip with a straight, strong stem, a quality which has always been lacking in Parrot tulips. This variety is a sport of the well-known Darwin tulip, Clara Butt, and has the same clear, pink color as its parent, combined with artistic form of a Parrot Tulip. Each petal is over three inches long, and two inches across. The center of the petals on the outside are marked emerald green. Prices: 3 for 40c; 6 for 70c; 12 for \$1.30; 100 for \$9.00, postpaid.



Rembrandt Tulip.

Olds' Dainty Daffodils or Narcissus

Many consider the Narcissus or Daffodil the most important of the spring flowering bulbs. Coming into bloom two or three weeks before the earliest tulips, they open the real flower season. They are fresh and dainty, require no special care, are equally satisfactory as indoor or outdoor plants and, left undisturbed in their garden nook, will increase in size and beauty yearly. There are many varieties in each class and we have selected the ones we consider the best. All our bulbs are American grown, extra large. 50 bulbs for half the price of 100.



Double Narcissus, Von Sion.

DOUBLE NARCISSUS

VON SION. Double daffodil; star-like petals and long, yellow trumpet, filled with crimped yellow petals. Bulbs: 3 for 30c; 6 for 50c; 12 for 90c; 100 for \$6.15, postpaid.

PAPER WHITE NARCISSUS

See Next Page

LARGE TRUMPET NARCISSUS

KING ALFRED. "The King of Yellow Daffodils." Tall, vigorous, golden yellow flower, of elegant form. The expanded trumpet measures $2\frac{1}{2}$ inches in diameter, the perianth proportionately large and segments gracefully twisted. Height, 24 inches. Mammoth bulbs: 3 for 35c; 6 for 60c; 12 for \$1.15; 100 for \$8.40, postpaid.

EMPEROR. One of the largest and finest of all-yellow Narcissus with immense trumpet and broad petals of beautiful texture and color. Our most popular variety. Bulbs: 3 for 30c; 6 for 50c; 12 for 95c; 100 for \$6.30, postpaid.

VICTORIA. Trumpet deep yellow, large and frilled. Perianth creamy white and broad. A beautiful daffodil. Bulbs: 3 for 30c; 6 for 55c; 12 for \$1.00; 100 for \$6.60, postpaid.

MIXED NARCISSUS

OLDS' NARCISSUS MIXTURE. Extra large bulbs of choice named varieties of all types. Bulbs: 3 for 25c; 6 for 40c; 12 for 70c; 100 for \$4.50, postpaid.



A Planting of King Alfred.

OLDS' NARCISSUS COLLECTIONS

3 bulbs of each of the 6 named varieties (18 bulbs)	\$1.50
6 bulbs of each of the 6 named varieties (36 bulbs)	2.90
12 bulbs of each of the 6 named varieties (72 bulbs)	5.60

POETAZ NARCISSUS

(Bunch Flowering)

L. KOSTER. Pure white perianths with orange-yellow cups, very sweet scented, six or more flowers to the stem. An excellent variety for naturalizing. Bulbs: 3 for 25c; 6 for 45c; 12 for 85c; 100 for \$5.70, postpaid.



Poetaz Narcissus, L. Koster.



Large Trumpet Narcissus, Emperor.

POETICUS NARCISSUS

HORACE. Pure white perianth with conspicuous red eye. Free flowering with a long stem. Very popular. Very sweet scented. Can be left undisturbed where they will grow and multiply rapidly. Bulbs: 3 for 25c; 6 for 40c; 12 for 75c; 100 for \$5.00, postpaid.

Bulbs for Indoor Gardens

PAPER WHITES

(POLYANTHUS NARCISSUS)

Note: We have found that the best Paper White flowers are produced from bulbs planted after October 15th. Earlier plantings are inclined to grow tall and spindling with excessive leaf growth.

PAPER WHITE GRANDIFLORA. (14 ctm. bulbs.) The finest winter forcing bulbs. Great clusters of pearly-white, sweet scented flowers on long, slender stems. Sure to bloom, grown in either earth or water. Make plantings every two weeks up to February 1st. Our bulbs are all 14 ctm. or larger. Do not plant the smaller sizes as they do not give satisfaction. Prices: 3 for 20c; 6 for 35c; 12 for 60c; 25 for \$1.10; 100 for \$4.00, postpaid.

GRAND SOLEIL d'OR. (Yellow Paper White.) A popular yellow bunch-flowering variety. Flowers a clear, sunny yellow, bright orange cups. Excellent for early flowering indoors. Be sure and try some of these. Prices: 3 for 30c; 6 for 50c; 12 for 95c; 25 for \$1.85; 100 for \$6.60, postpaid.



Colchicum.

COLCHICUM

THE WONDER FLOWER OF THE FLORAL KINGDOM.

Just set the bulb on the table, in the window or shelf. Will bloom without vase, soil, water or care. As soon as the bulb is given light it will begin to grow producing beautiful Crocus-like flowers. Note illustration. As the flowers fade, cut them off and others will follow in succession. Each bulb will produce from six to a dozen flowers. When through blooming, the bulb can be potted and allowed to grow until July when it should be harvested and dried and then placed in the darkness for a few weeks. They can then be used for indoor decorations again. They flower in September so order early. Prices: Each, 30c; 3 for 75c; 6 for \$1.40, postpaid.

CALLA LILIES

WHITE. A fine easy to grow plant that makes an unusually beautiful house plant. Flowers are large, borne on long, stiff stems, and are of purest white. Keep dormant from June until late September, then repot. Bulbs: Each, 30c; 3 for 75c, postpaid.

GOLDEN YELLOW. Ready November. Similar to the white, but a rich clear golden yellow in color. Bulbs: Each, 30c; 3 for 75c, postpaid.



White Calla Lily.



AMARYLLIS.

AMARYLLIS. New Hybrid Mixed. Flowers are immense in an amazing range of color blends. Splashed and striped in a manner not seen in other strains. One of the largest of flowers which are easily forced indoors. Bulbs 2 1/4 inches in diameter. Each, 35c; 3 for 90c; 6 for \$1.70; 12 for \$3.25, postpaid.

FREESIAS

Please Note: Freesias require good ventilation and low temperatures (not over 60 degrees). If overheated they will go to tops which brown at the tips and fail to flower. Once overheated they are ruined.

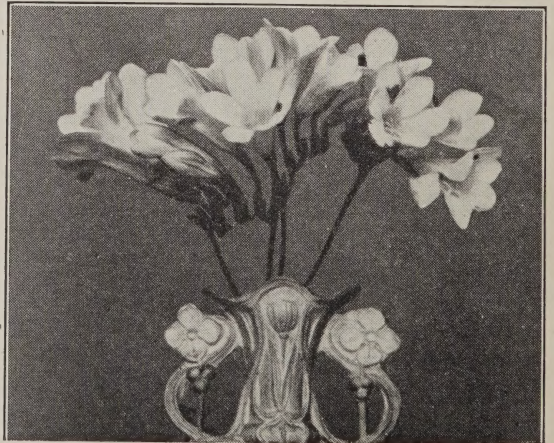
GIANT PURITY. Glistening white, fragrant, trumpet-shaped flowers borne in rows on bent stems. Just plant half a dozen of them in a five-inch pot in September and keep outside until danger of frost. Bring indoors and place in an airy window of a cool room. Temperature must be low, not over 60 degrees. 12 for 30c; 25 for 55c; 100 for \$1.75, postpaid.

GOLDEN DAFFODIL. Golden yellow with bright orange blotch on the lower lip. A new variety of Freesia. 12 for 30c; 25 for 55c; 100 for \$1.75, postpaid.

RAINBOW GIANTS, MIXED. This mixture contains only named giant varieties including white, yellow, rose, orange and pink. Prices: 12 for 35c; 25 for 65c; 100 for \$2.00, postpaid.



Polyanthus or Paper White Narcissus.



Freesia, Giant Purity.

Olds' Miscellaneous Bulbs

THE FIRST FLOWERS
OF SPRING.



Olds' Giant Crocus.

CROCUS

These bright and fascinating little flowers are the earliest of all. The snow has hardly disappeared before they thrust their pretty blossoms through the cold ground in answer to the first warm sunshine of spring.

Although most showy when massed in big beds or planted in rows of distinct colors, they are also very effective sprinkled over the lawn and among the trees and shrubbery.

We offer the following colors of Crocus:

Yellow or Blue. Prices: 6 for 50c; 12 for 95c; 25 for \$1.75; 100 for \$6.00, postpaid.



Snowdrop.

SNOWDROP (Galanthus)

Snowdrops are the beautiful little white bell-shaped flowers that bloom early in the spring before the snow is hardly off the ground. They will make a nice showing in your rock garden. Prices: 6 for 40c; 12 for 70c; 25 for \$1.25; 100 for \$4.75, postpaid.



Star of Bethlehem.

ORNITHOGALUM (Star of Bethlehem)

Umbellatum. A hardy little bulb that throws up a tall stem with a cluster of star-shaped flowers in June; pure white with dark centers. Excellent for cutting, lasting a long time in water. Also very adaptable to pot culture. Prices: 3 for 25c; 6 for 40c; 12 for 70c; 100 for \$4.75, postpaid.



Grape Hyacinths.

GRAPE HYACINTHS (Muscari)

Every lover of flowers should have these beautiful early-flowering bulbs in his garden. They come in blues and whites, and derive their name from their appearance, "like a bunch of grapes." They are very easy to grow and will come year after year if foliage is allowed to ripen.

Prices: Blue, 6 for 35c; 12 for 60c; 25 for \$1.00; 100 for \$3.50, postpaid.

SCILLAS (Squills)

Nutans Blue. The true English Bluebell. For edgings and masses in beds or borders, it is most valuable. Succeeds in shady places. Many violet bluebell-like blossoms flowering on graceful arching stems. Prices: 6 for 50c; 12 for 90c; 25 for \$1.70; 100 for \$6.75, postpaid.

NEW DU PONT WEED KILLER

Du Pont Weed Killer is based on a new industrial chemical, Ammonium Sulfanate, which is non-poisonous and free from explosion or fire hazards. It has proven very effective by test for the following plants: poison ivy, poison oak, wild blackberries, blueberries, chokecherries, rag weed, Russian thistle, sow thistle, prickly lettuce, Gromwell, hoary cress and Canada thistle. One pound will make at least one gallon of spray. Ask for leaflet. Prices: Lb., 50c; 3 lbs., \$1.25; 5 lbs., \$2.00, postpaid. By freight: 50 lbs., \$12.00; 100 lbs., \$22.00.



PROPER HOUSE PLANT FEEDING EASIER THAN EVER!

Lack of a balanced diet is a major difficulty in achieving success with ferns and other foliage or flowering house plants. The use of Vigoro Tablets assures a square meal for your plants. Twenty-four tablets and a valuable pamphlet on house care, 10c.

VIGORO Tablets
Complete plant food in tablet form

Olds' Hardy Lilies

The beautiful fragrant lilies are considered by many too difficult to grow. However, the hardy varieties which we list are no harder to grow than a tulip. They blossom in midsummer when fine flowers are most welcome. Plant with a dark background in groups in the flower border and shrubbery.



Madonna Lily.

LILIUM CANDIDUM OR MADONNA. (Ready now.) Plant early in the fall. They grow to a height of two to three feet and bloom about the first of July. Sometimes as many as 20 blooms are borne on a plant. Our Madonna Lily bulbs are large and measure from 20 to 22 centimeters up in circumference. They are the thick petaled variety. Plant with only two inches of soil over the bulb. Prices, 20 to 22 ctm. bulbs; Each, 35c; 3 for \$1.00; 6 for \$1.90; 12 for \$3.60, postpaid.

CULTURE. Select a place to plant that is well drained. The soil should be spaded thoroughly 15 to 18 inches deep. Do this early in the fall as lilies cannot be moved until late and it is hard to work the ground late in the season, especially after we have had a light frost. Enrich the soil with leaf mold and sheep manure in equal proportions. Set the bulbs 4 to 8 inches deep, depending on the size, tilting to a 45-degree angle. To insure good drainage pack sand around the bulb.



Coral Lily.



Regale Lily.

LILIUM REGALE. (Ready November.) One of the most beautiful varieties of hardy lilies offered today. The center of the flower is flushed with yellow, shading to white at the outer edges. Externally the flowers are streaked with brown shaded through the almost translucent petals with a delightful pearly tint. A truly royal lily. Grows to a height of four to five feet and blooms in July. Selected large bulbs: Each, 25c; 3 for 70c; 6 for \$1.30; 12 for \$2.40, postpaid.

LILIUM TENUIFOLIUM. (Coral Lily.) (Ready October.) This is the lovely Coral Lily of Siberia. The brightest of all lilies. The beautiful shaded coral-red flowers appear in June on plants twenty inches high with finely cut foliage. Ten to fifteen blossoms on each plant. Our bulbs are large Michigan grown. Prices: Each, 15c; 3 for 40c; 6 for 70c; 12 for \$1.25, postpaid.

FEED LAWNS IN FALL!

VIGORO

Now Available for Lawns and Flowers

There is nothing that will help keep your spirits up better than beautiful flowers and a fine, weed-free lawn. To enjoy them at their best feed them regularly with Vigoro and reseed the thin spots that develop in your lawn.

Some Vigoro has been released for use in feeding new and established lawns, bulbs, flowers, shrubs and trees. We have our allotment now. Order early if you plan to give your lawn a square meal this fall. Vigoro, you know, is the complete plant food supplying all of the many elements plants require from soil.

Vigoro is economically priced at: 100-lb. bag, by freight, \$4.00; 50-lb. bag, by freight, \$2.50; 25-lb. bag, by freight, \$1.50; 10-lb. pkg., 85c; by mail, \$1.25; 5-lb. pkg., 45c; by mail, 70c; 1-lb. pkg., 20c, postpaid. Vigoro Tablets, see page 7.

PULVERIZED SHEEP MANURE

A pure natural manure taking effect immediately. Very rich in nitrogen, phosphoric acid and potash, the three essentials. Splendid for lawns, greenhouse plants, market garden crops of all kinds and fruit trees. Prices: By freight—25 lbs., 75c; 50 lbs., \$1.25; 100 lbs., \$2.25; 1,000 lbs., \$20.00; 2,000 lbs., \$36.00.

IMPORTED PEAT MOSS

Fine Horticultural Grade

Poor soil texture can now be easily remedied by incorporating peat moss in the soil. It prevents clay soil from baking and sandy soil from drying out. Don't suffer disappointments because your soil texture is poor. Peat moss is more absorbent than a sponge and is a soil conditioner but not a fertilizer. Ask for leaf-let. Makes the finest mulch for plants and bulbs. Fine for rock gardens. Prices: By freight—1-bu. sack, 70c; 3-bu. sack, \$1.30; bale (about 22 bus.), \$4.95. Shipping weight, 7 lbs. per bushel.

VIGORO SPREADER

A Vigoro Spreader assures better results because it applies Vigoro or seed evenly and accurately. Sturdily constructed and easy running. Works on force feed principle with handle control shut-off. Quickly adjusted. Simple to operate.

Model "B," 14-inch width, 20-lb. capacity. Price: By freight, \$3.25. Shipping weight, 11 lbs.

GARDEN BEAUTY
ALSO SERVES!



Feed
VIGORO
Sure and
economical

Olds' Native Wild Flowers

Native plants are now very popular both for rock gardens and perennial borders. We are listing here some of the best and most popular kinds. These are not sent with other goods, but are mailed alone, postpaid, at the right time for fall planting.

WILD FLOWER COLLECTION

18 Plants for \$2.35, Postpaid

Here is an ideal collection for the start of a wild flower garden. The assortment is composed of the following plants separately wrapped and labeled:

- | | |
|------------------------|-----------------------|
| 3 Yellow Lady Slippers | 3 Shooting Stars |
| 3 White Barberry | 3 Trilliums |
| 3 Mertensia | 3 Jacks-in-the-Pulpit |

All 18 plants for \$2.35, postpaid.

ANEMONE PATENS (American Pasqueflower, Badger or Wild Crocus). With us the first flower of spring. The tulip-shaped light lavender flowers appear before the last snowbanks are gone. The flowers appear very close to the ground but the flower stems continue to lengthen before the flower has faded and by the time the silky plume of the seed heads appear the stems may be 10 or 12 inches high. Must have sandy or gravelly well-drained soil, sun or light shade. Each, 25c; 3 for 60c; 12 for \$2.00.

BANEERRY WHITE (*Actaea Alba*). 18-24 inches; white flowers and ivory colored fruit with red pedicels. Each, 25c; 3 for 60c; 12 for \$2.00.

BANEERRY RED. Similar to above but earlier and fruits are red. Each, 25c; 3 for 60c; 12 for \$2.00.

BOTTLE GENTIAN (*Gentiana Andrewsii*). The dark blue of the bottle or closed gentian carries the flowering season for the wild garden into late October. Each, 25c; 3 for 60c; 12 for \$2.00.

BLOODROOT (*Sanguinaria Canadensis*). The white flowers appear very early in the spring. Each, 15c; 3 for 40c; 12 for \$1.25.

BLUE COHOSH (*Caulophyllum Thalictroides*). 10-15 inches. The bunches of blue berries in midsummer are the conspicuously ornamental feature. Shade and leaf mold. Each, 25c; 3 for 60c; 12 for \$2.00.

CARDINAL LOBELIA (*Lobelia Cardinalis*). Brilliant cardinal flowers on stalks 2-4 feet high in August. Each, 25c; 3 for 60c; 12 for \$2.00.

CANADA VIOLET (*Viola Canadensis*). 4-8 inches; flowers most of summer; white tinted pink. Any fertile soil. Each, 25c; 3 for 60c; 12 for \$2.00.

DUTCHMANS BREECHES (*Dicentra Cucullaria*). 5 inches; white, early spring. Plant tiny bulb shallow in rich leaf mold. Shade. Each, 20c; 3 for 40c.

GREAT BLUE LOBELIA (*Lobelia Syphililitica*). Deep blue flowers on 12 to 24-inch spikes in August. Sun or light shade. Each, 25c; 3 for 60c; 12 for \$2.00.

HEPATICA (*Acutiloba*). Three parted leaves pointed at tips. Easier to grow than others because it does not require acid soil. Evergreen leaves over winter, new leaves following the flowers. One of the loveliest little woodland flowers of early spring; varying shades of light blue, delicate pink or clear white. Each, 20c; 3 for 50c; 12 for \$1.50.

JACK-IN-THE-PULPIT (*Arisaema Triphyllum*). 6-12 inches; brownish purple flowers in May followed by brilliant red berries. Prefers slightly acid leaf mold. Shade. Each, 20c; 3 for 50c; 12 for \$1.50.

MERTENSIA VIRGINICA (Bluebells, Virginia Cowslip). Beautiful pink buds changing to tubular blue flowers as they open. Attractive blue-green foliage which ripens and disappears soon after the flowering season in late April or early May. Plant the heavy black roots in very early spring or from July to freezing up time. 6-10 inches. Plant in masses if possible, or single plants in the small garden, giving fertile soil and light shade or full sun. Each, 20c; 3 for 50c; 12 for \$1.50.

PARTRIDGE BERRY (*Mitchella Repens*). Trailing pink flowers followed by red fruit in fall. One of the finest of ground covers for moderately acid soil. Each, 20c; 3 for 50c; 12 for \$1.50.

SHOOTING STAR (*Dodecatheon Meadia*). 10-12 inches; white or pink; May. Open, well drained but not poor soil. One of our most beautiful wild flowers. Each, 25c; 3 for 60c; 12 for \$2.00.

TRILLIUM (*Trillium Grandiflorum*). Flowers white, sometimes changing to pink. May. Rich leaf mold soil and light shade. 3 for 25c; 12 for \$1.00.



Cypripedium (Lady Slipper).

CYPRIPEDIUM PUBESCENS (Yellow Lady Slipper). Does well in any rich, partly shaded location. Yellow slipper and brown-purple petals. May and early June. Most easily grown of all the Lady Slippers. Each, 35c; 3 for 95c; 12 for \$3.50.

CYPRIPEDIUM SPECTABILE (Showy Lady Slipper). The finest and most showy of all orchids. It grows up to 2 feet high, bearing along the stalks several rather roundish leaves, and on top one or two quite large rose-purplish or magenta and white flowers. Does exceedingly well in a moist and partially shaded bed of peat or leaf loam. Nothing can be more charming than masses of this beautiful orchid. Each, 35c; 3 for 95c; 12 for \$3.50.

VIOLA PEDATA (Bird's-foot Violet). One of our loveliest wild flowers, bearing a profusion of flat pansy-like flowers in varying shades of light to deep lavender and purple. Flowers in May. 4-6 inches. Give this violet a medium acid, well-drained soil and open sun and it will share its beauty freely with you. Each, 25c; 3 for 60c; 12 for \$2.00.

VIOLA PEDATA BICOLOR (Pansy Violet). A variety with the two upper petals colored dark purple while the three lower petals are light lavender. Cultural requirements same as above. Each, 25c; 3 for 60c.

VIOLA PUBESCENS (Tall Yellow Violet). Branching stems with yellow flowers in May. Shade and rich woods soil. 6-8 inches. Each, 25c; 3 for 60c; 12 for \$2.00.

WOODS PHLOX (*Phlox Divaricata*). Makes a lovely carpet of blue in spring. Light shade, fertile soil and fair amount of moisture. Each, 25c; 3 for 60c; 12 for \$2.00.

NATIVE FERNS

MAIDENHAIR FERN (*Adiantum Pedatum*). One of the most beautiful and attractive of our native ferns. 1-2 feet. Each, 25c; 3 for 65c; 12 for \$2.10.

LADY FERN (*Athyrium Felix-foemina*). Easily grown, beautiful fern. 1-3 feet. Each, 25c; 3 for 65c; 12 for \$2.10.

EVERGREEN WOODFERN (*Dryopteris Marginalis*). One of the best ferns for home gardens because of its evergreen nature and ease of culture. Good for holding soil on slopes. 1-2 feet. Each, 25c; 3 for 65c; 12 for \$2.10.

FLOWERING FERN (*Osmunda Claytoniana*). A large, strong-growing fern of somewhat coarser growth than the other varieties. 2-4 feet. Each, 25c; 3 for 65c; 12 for \$2.50.

OSTRICH FERN (*Pteris Nodulosa*). A beautiful, large fern with long, graceful fronds recurving like an ostrich plume. Each, 25c; 3 for 65c; 12 for \$2.10.

HARDY FERN COLLECTION

15 Wild Ferns for \$2.50, Postpaid

These ferns are ideal for a beauty spot along the north side of your home or other shady places, combined with other native plants or alone. Collection consists of 3 each of the above named ferns, all for \$2.50, postpaid.



See page 10.

NOW AVAILABLE IN
TABLET FORM FOR
HOUSE PLANTS. SEE
PAGE 9.



Dianthus Loveliness.

955. **DIANTHUS SUPERBA**. Loveliness. H. P. The flowers have lacerated petals of an exquisite mauve tinge and the plants grow to about one foot in height. It is very highly perfumed and we advise our customers to plant this beautiful little flower in the garden if for no other reason than its fragrance. Pkt., 25c; 2 pkts., 45c.

957. **DIANTHUS PLUMARIUS**. H. P. Mixed Clove Pink. A beautiful hardy perennial single pink with fringed edge flowers in various colors. Pkt., 10c; 2 pkts., 15c.



Pacific Giant Delphiniums.

Olds' Perennial Flower Seeds

PERENNIAL FLOWER SEEDS. May be planted throughout the summer but the very best time, we would say, is just the time when the particular plant in question naturally ripens its seed. Planting instructions printed on each packet.

OLDS' DELPHINIUMS

1019. **DELPHINIUM**. H. P. Hollyhock Strain, Mixed. The mixture contains all of the colors in Delphiniums including both double and single flowering varieties. Individual blooms have actually measured three inches across. Plants are from 5 to 6 feet tall. Pkt., 15c; 2 pkts., 25c; 1/8 oz., \$1.00; 1/4 oz., \$1.80; 1/2 oz., \$3.50.

1017. **DELPHINIUM**. H. P. Belladonna. Spires of finest sky blue. This hybrid strain is of wonderful beauty; growing to 6 feet in height. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 45c.

PACIFIC GIANT DELPHINIUMS

1009. **Black Knight Series**. H. P. The darkest of all the Pacific Giant Delphiniums. Individual flowers 2 1/2 inches to 3 inches in diameter. A beautiful round form with heavy velvety texture which gives the color luminosity and vividness not seen before in Delphiniums. Long well formed spikes. Pkt., 25c; 2 pkts., 45c; 1/8 oz., \$2.90; 1/4 oz., \$5.60.

1011. **Blue Jay Series**. H. P. This is a true-blue color so appreciated in flowers. Clear medium to dark blue, very intense and alive with dark contrasting bee. Pkt., 25c; 2 pkts., 45c; 1/8 oz., \$2.90; 1/4 oz., \$5.60.

1021. **Galahad Series**. H. P. Clear white of enormous size averaging 3 inches in diameter of individual flowers with very heavy, glistening texture pyramidal spikes with well spaced flowers. Pkt., 25c; 2 pkts., 45c; 1/8 oz., \$3.00; 1/4 oz., \$5.85.

1022. **Guinevere Series**. H. P. Light pink-lavender self with white bee. Individual flowers 2 1/2 inches to 3 inches in diameter. Pkt., 25c; 2 pkts., 45c; 1/8 oz., \$2.90; 1/4 oz., \$5.60.

1024 1/2. **Summer Skies Series**. H. P. Clear light blue with white bee. Individual florets 2 to 2 1/2 inches in diameter. Ideal for cut flower purposes. Pkt., 25c; 2 pkts., 45c; 1/8 oz., \$2.90; 1/4 oz., \$5.60.

1019 1/2. **Pacific Giants**. Mixed. H. P. Here is a remarkably new strain of Delphinium developed on the Pacific Coast. Flowers are extremely large and well formed, 2 1/2 to 3 1/2 inches in diameter, symmetrically spaced and well balanced on a thin woody stem, practically 100 per cent double. This strain, although probably being the largest strain of Delphinium so far introduced, is also practically mildew resistant. The seed we offer includes many shades of colors including dark blue, violet, lavender, light blue, and white. Pkt., 15c; 2 pkts., 25c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$3.25.

845. **AQUILEGIA** (Mrs. Scott Elliott's long spurred strain). H. P. (Columbine). Poised on slender swaying stems like graceful birds, the blossoms appear to be hovering but a moment before darting away. Exquisitely dainty flowers. Pkt., 10c; 2 pkts., 15c; 1/8 oz., 50c; 1/4 oz., 90c; 1/2 oz., \$1.60; oz., \$3.00.

833. **ALYSSUM, SWEET** (Gold Dust). H. P. (Compactum Saxatile). A perennial Sweet Alyssum producing masses of golden flowers very early. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 25c; 1/2 oz., 40c; oz., 60c.

847. **BAPTISA AUSTRALIS**. Blue. H. P. Beautiful blue Lupine-like flowers on three to four feet high, spreading, bushy plants. Leaves bluish green. Flowers in June and July. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 35c; 1/2 oz., 60c.

862. **BEGONIA**. T. P. Single Mixed. The well-known perpetual blooming house plant. Easily grown from seed. Pkt., 15c; 2 pkts., 25c.

895. **CAMPANULA MEDIUM**. (Canterbury Bells). H. B. Mixed. The spikes of this imposing biennial are covered with large, blue and white, bell-shaped flowers. Pkt., 5c; 1/4 oz., 20c; 1/2 oz., 35c; oz., 60c.

896. **CAMPANULA MEDIUM CALYCANTHEMA** (Canterbury Bells). H. B. Cup and Saucer. This is a very interesting species of Canterbury Bell, the calyx forming a saucer around the base of the cup-like bell. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 50c; 1/2 oz., 80c; oz., \$1.40.

877. **COREOPSIS**. H. P. Lanceolata. One of the finest hardy perennials. Yellow, daisy-like flowers in great profusion. Pkt., 5c; 1/2 oz., 35c; oz., 60c.

933. **CYCLAMEN**. T. P. Giant Flowered. A charming house plant with rich-colored flowers, whose beauty of form is enhanced by the reversed petals. Difficult to grow from seed, requiring eighteen months from seed to flowering size plants. Pkt., 35 seeds, 50c; 2 pkts., 80c.

958. **DIGITALIS**. H. P. (Foxglove). Giant Shirley Mixed. Handsome spires of blossoms 3 to 4 feet tall giving a wealth of flowers during June and July. Pkt., 10c; 1/4 oz., 40c; 1/2 oz., 60c; oz., \$1.00.



Digitalis.

OLDS' GAILLARDIA

982. **Burgundy.** H. P. New, shining wine-red Gaillardia. The first of the all-red Gaillardias introduced. Highly recommended. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 65c; 1/2 oz., \$1.10; oz., \$2.00.

986. **Mixed Grandiflora.** (Blanket Flower.) H. P. Blooms continuously through summer and fall, regardless of heat or drouth. Flowers with brown center, surrounded with concentric rings of crimson, orange and scarlet, on the petals. Grows about 2 feet tall. Pkt., 5c; 1/2 oz., 40c; oz., 60c.

983. **Tangerine.** H. P. A new variety of Gaillardia, very striking. The color is rich tangerine or orange red. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 50c; 1/2 oz., 85c; oz., \$1.50.

984. **Dazzler.** H. P. Another new Gaillardia, a reselected strain of the giant perennial Gaillardia. It is exceptionally large, dark red with the petal tips of bright orange. The best giant red offered today. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 45c; 1/2 oz., 70c; oz., \$1.20.

987. **GERANIUM.** T. P. Mixed. Blooming plants can be grown from seed the first year. Pkt., 10c; 2 pkts., 15c; 1/8 oz., 55c; 1/4 oz., 90c.

993. **GYPSOPHILA PANICULATA ALBA.** H. P. (Baby's Breath). Single Perennial. The flowers are small, star-like, and borne in feathery sprays. May be used for winter also. Pkt., 5c; 1/2 oz., 25c; oz., 40c.

1006. **HOLLYHOCK. B. Triumph Mixed.** Very large flowers with beautifully curled and fringed white margined petals, each adorned with a large blotch of various shades of red. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 65c; 1/2 oz., \$1.10; oz., \$2.00.

1005. **HOLLYHOCK. H. B. Charter's Double Mixed.** Stately stalks of velvet bloom. Giant double flowers of red and pink and white. Pkt., 10c; 1/4 oz., 40c; 1/2 oz., 70c; oz., \$1.20.

998. **HEUCHERA.** Splendens. (Coral Bells.) H. P. From the mound of heart-shaped leaves, tall graceful spikes appear bearing pink flowers in clusters. Excellent for front row of borders and rockeries. Pkt., 25c; 2 pkts., 45c.

1020. **LATHYRUS LATIFOLUS OR PERENNIAL SWEET PEA.** Mixed. H. P. Similar to the annual kind but continuing year after year. Pkt., 10c; 1/2 oz., 45c.

1128 1/2. **POPPY. Red Oriental.** H. P. Fine perennial plants 3 feet tall, of rather massive form and bearing bright scarlet flowers 6 inches across. They transplant best in August and September. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 65c; 1/2 oz., \$1.10; oz., \$2.00.

1128. **POPPY. Iceland Mixed.** H. P. Hardy perennials blooming the first season. Bright, fern-like, ever-green foliage. Pkt., 10c; 1/4 oz., 40c; 1/2 oz., 60c; oz., \$1.00.

1129. **POPPY ICELAND.** Gartford Giant Art Shades. H. P. Our new strain of Iceland Poppy, containing many attractive new shades of this beautiful flower. Excellent for cut flowers with their long, wiry stems measuring up to thirty inches in length. Pkt., 15c; 2 pkts., 25c; 1/4 oz., 70c; 1/2 oz., \$1.30.



Olds' Prize Mixed Swiss Giant Pansies.

OLDS' PANSIES

1075. **Olds' Giant Prize Mixed Swiss Giants.** P. Enormous blossoms 3 inches and over in diameter. Perfectly round without overlapping petals borne on long stems above the foliage. Petals are thick and a rich velvety texture. Colors are pink, red, blue and salmon, in beautiful combinations. Pkt., 25c; 2 pkts., 45c; 1/16 oz., 85c; 1/8 oz., \$1.50; 1/4 oz., \$2.85; 1/2 oz., \$5.25; oz., \$10.00.

1076. **Engelmann's Giants.** H. P. Of all the strains of Pansies on the market today, we believe that Mr. Carl Engelmann of England has produced the very finest strain of all. Mr. Engelmann has won outstanding awards and medals at the great spring show at Chelsea each year on his strains of Pansies. The seed that we offer is imported from the originator. This strain is a very vigorous growing, compact and early flowering type, and contains a great variety of shades both dark and light, all of the blotched type with very huge, well formed blossoms. Pkt., 25c; 2 pkts., 45c; 1/8 oz., \$1.40.

1079. **Giant Trimardeau Mixed.** P. A choice strain of Pansy. Very large flowers. Does not have the color range of the Olds' Giant Prize Mixed. Pkt., 20c; 2 pkts., 35c; 1/4 oz., \$2.20; 1/2 oz., \$4.30; oz., \$8.00.



Pyrethrum, Roseum.

945. **PYRETHRUM.** Roseum. H. P. (Painted Daisy.) A valuable early summer flower. Charming shades of pink and red daisy-shaped flowers blooming freely in May and June, often blooming again in the fall. Pkt., 15c; 2 pkts., 25c; 1/8 oz., \$1.10; 1/4 oz., \$2.00.

1156. **SCABIOSA CAUCASICA HYBRID.** H. P. Mixed. (Blue Bonnet.) A perennial Scabiosa and a great improvement over the older types. The petals are ruffled and slightly frilled on the edges. The colors in this strain range from white to the darkest blue. Pkt., 15c; 2 pkts., 25c; 1/8 oz., 40c; 1/4 oz., 60c; 1/2 oz., \$1.10; oz., \$2.00.

946. **SHASTA DAISY.** New Double (Chrysanthemum Leucanthemum.) H. P. This strain includes an assortment of various types of double flowers ranging from fully double-fringed petals through semi-double to a type which, though single, forms an unusually beautiful shaped flower with lacinated colored and quilled petals. The large flowers are carried on long, wiry stems. Pkt., 25c; 2 pkts., 45c; 1/16 oz., 90c.

944. **SHASTA DAISY.** Chrysanthemum Leucanthemum. H. P. (Giant Alaska.) A splendid, hardy perennial producing on stout stems, great flowers 5 inches in diameter with pure white overlapping petals. Pkt., 10c; 2 pkts., 15c; 1/4 oz., 40c; 1/2 oz., 70c.

966 1/2. **STATICE.** H. P. Latifolia. Thick branching plumes of deep blue flowers resembling Baby's Breath. Pkt., 10c; 1/4 oz., 50c; 1/2 oz., 90c; oz., \$1.60.

OLDS' VIOLAS

The Viola Cornutas are biennials suitable for fall planting but can be grown as annuals if planted in March or April. They are becoming very popular because of their free flowering habits and their dwarf spreading growth which make them ideal for front row planting in the border or for small beds. They continue to flower all summer.

1313. **Lutea.** H. B. Bright clear yellow on plants about eight inches in height. Pkt., 10c; 2 pkts., 15c; 1/8 oz., 50c; 1/4 oz., 90c; 1/2 oz., \$1.60.

1312. **Chantreyland.** H. B. The best free flowering apricot. Pkt., 20c; 2 pkts., 35c; 1/16 oz., 70c; 1/8 oz., \$1.30; 1/4 oz., \$2.50.

HOUSE PLANTS FROM SEEDS

Many of our best house plants can be grown easily from seeds. We are listing here some of the more popular kinds that we have to offer. Complete descriptions can be found in our spring seed catalog. If you do not have a copy, let us know and we will be pleased to send you one.

862. **Begonia**, mixed, 15c pkt.

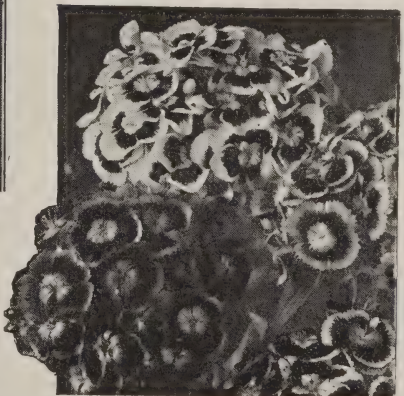
932. **Cineraria**, Giants of California, 25c pkt.

931. **Cuphea**, Firefly, 15c pkt.

933. **Cyclamen**, mixed Giants, 50c pkt.

987. **Geranium**, mixed, 10c pkt.

1000. **Heliotrope**, mixed, 10c pkt.



Sweet William.

1300. **SWEET WILLIAM** (Dianthus Barbatus). H. P. Mixed. The plants grow 18 to 24 inches high. They make excellent border plants and are also fine for bouquets. Pkt., 5c; 1/8 oz., 45c; oz., 80c.

Olds' Peonies

The roots we offer are large three to five-eye divisions and will usually bloom the following spring. Our prices are postpaid. Too deep planting often is the reason why peonies fail to bloom. The eyes should not be more than two inches below the surface. Fall is the best time to plant peonies. Order now and we will mail the roots at the proper time to plant.

AUGUSTIN d'HOOR. A very large, brilliant red. Slightly silvered reflex. Medium tall. Larger than Felix Crousse. Each, 50c; 3 for \$1.25.

FESTIVA MAXIMA. Big, globular masses of pure white bloom, the inner petals slightly tinged with crimson. These handsome flowers are borne on tall, sturdy, branching plants of vigorous growth. Festiva Maxima is probably the most popular of all Peonies and by many considered the most nearly perfect. Each, 50c; 3 for \$1.25.

GIGANTEA. A beautiful, large pink variety. Each, 50c; 3 for \$1.25.

HUMIEL. Very large flowers of soft cherry-pink. This is a very fragrant variety, having that spicy odor so peculiar to the Orient. Very late. Each, 60c; 3 for \$1.50.

KARL ROSENFELD. The plant throws large clusters of dark crimson flowers; these are of the semi-rose type and have no odor. Plants are strong and healthy. This is one of the best for cut flowers, landscape or for florists. Each, 60c; 3 for \$1.50.



Festiva Maxima Peony.

M. JULES ELIE. This is considered the most beautiful of all Peonies. The flowers are of immense size, globular in shape. The color is a glistening lilac-pink, shading to rose at the base. The whole flower is overlaid with a sheet of silver, sparkling like dew. One of the best for cut flowers; a good keeper. Each, 60c; 3 for \$1.50.

KELWAY'S GLORIOUS. Generally considered the best of the late rose-type Peonies. Enormous, full double blooms of a creamy-white color overlaid with a soft blush of rose. Very fragrant. Received a rating of 9.8 in the American Peony Association which is next to the highest rating ever given a Peony. Each, \$1.50.

LA TULIPE. Rose-type, mid-season. Enormous globular flowers of delicate blush white, shading to ivory white. There are red tulip markings on the outside of the guard petals. Each, 50c; 3 for \$1.25.

LIVINGSTON. Large rose type; pale lilac-rose, silver tipped with carmine spots, late, tall, compact, free bloomer, slightly fragrant. Each, 60c; 3 for \$1.50.

LONGFELLOW. Considered the most brilliant of all red Peonies. Outer petals are slightly reflex and a circle of golden stamens border the central mass of petals. Bright crimson to cherry. Each, 85c; 3 for \$2.25.

LOUIS VAN HOUTTE. A deep crimson. Petal tips develop a silvery sheen with age. A very fine variety. Each, 50c; 3 for \$1.25.



Karl Rosenfeld.

MAJOR ANDREE. Brilliant cerise, an unusual shade in Peonies. Long blooms on tall, strong plants. Each, 50c; 3 for \$1.25.

PHILIPPE RIVOIRE. Early. Very dark uniform amaranthine red. Fragrant Peony. Rose type. One of the darkest red Peonies in existence. Each, \$1.50.

SARAH BERNHARDT. The true Sarah Bernhardt which we offer is a late flowering, compact semi-rose type Peony. Color mauve rose, silver tipped. A fragrant strong grower. Each, 85c; 3 for \$2.25.

SOLANGE. A beautiful extra large, very late Peony. Compact flower of rose-type with the outer petals of delicate light lilac-white deepening toward the center with a deep orange salmon. Rated 9.7. An unusual Peony that should be in every garden. Each, \$1.10; 3 for \$2.75.

THERESA. Our favorite pink variety. Satiny pink changing to lilac-white and a center with a glossy reflex. An enormous rose-type developing a high crown. Erect robust strong grower. Rated by the American Peony Association as 9.8. Each, 85c; 3 for \$2.25.

WALTER FAXON. Uniform bright rose deepening toward the center. A delicate and distinct color. An extra fine mid-season, medium sized globular semi-rose flower. Each, 85c; 3 for \$2.25.

OUR FALL BOOK COVER

The picture on the cover of this book is of a planting of Olds' Darwin Tulips at one of the entrances to Wisconsin's beautiful State Capitol, Madison, Wis.

August 9, 1943

"Last Fall I sent for your new Skyrocket Collection of Tulips (15 varieties for \$2.45) and I want you to know how pleased I was with them. I am just a beginner at this gardening business as we built our home a year ago and ordered this collection to get acquainted with some of the varieties of Tulips. Every one of the thirty bulbs bloomed; five of them had two flowers each and one of them had three. They were all so very beautiful. All of my friends remarked at the size of the flower and the length of the stems. Having had such good luck with your Tulips I now want to try your Iris Collection.

"Thank you again for giving me so much happiness out of my first Tulips."

Mrs. Audrey Dressel, N. Y.

FERN-LEAF PEONIES

TENUIFOLIA FLORA PLENA (Double Fern-Leaf Peony). The first Peony to bloom. Flowers are a full double brilliant crimson. We feel very fortunate in being able to offer this very rare Peony. Each, \$1.50; 3 for \$4.00.

SINGLE FERN-LEAF PEONY. One of the loveliest of single Peonies. Crimson single flowers with fern-leaf foliage. Very early. Each, 50c; 3 for \$1.25.

OLDS' BLUE RIBBON PEONY COLLECTION SIX OUTSTANDING PEONIES FOR \$4.25

We list here a collection of the finest Peonies on our entire list. All the Peonies show a rating of better than 9.0. Some of these Peonies sold for as high as \$10.00 apiece a few years ago. The collection consists of one 3 to 5-eye division, separately labeled and packed of the following varieties:

Karl Rosenfeld Sarah Bernhardt Solange Theresa Longfellow Walter Faxon



M. Jules Elie Peony.

Olds' Iris

We consider the Iris one of the most satisfactory and easiest flowers to grow. They seem to succeed planted under all conditions and soils and will thrive and bloom where many flowers fail. Iris bloom in June and they are most attractive when planted in long borders in the garden or along the garden paths.

The tall bearded Iris grow from 24 to 42 inches in height. Never plant Iris deep; just cover the roots.

B. Y. MORRISON. Standards are pale lavender and the falls velvety purple with broad lavender border. Each, 30c; 3 for 75c.

CLARA NOYES. An unusual variety with colors blended much as in the Talisman Rose. Standards are tan, falls reddish-bronze, lined with deeper bronze. Yellow beards and half undertone of the same color. A low growing variety but very distinct and unusual. Each, 30c; 3 for 75c.

FRIEDA MOHR. This is probably the outstanding Iris grown today. Grows well everywhere and while not a new variety it still ranks far ahead of any variety in its class. It is a delightfully fragrant, tall and stately lavender or orchid-pink. A very free bloomer with perfect flowers. Mid-season to late. Each, 30c; 3 for 75c.

GOLD IMPERIAL. A fine Iris of rare texture and form. Brilliant yellow with conspicuous orange beard. Each, 30c; 3 for 75c.

GUDRUN. An enormous white with petals like those of the magnolia. A creamy white with brilliant orange beard and a gold-dust sprinkling over the entire bloom. Always a prize winner. Each, 30c; 3 for 75c.

INDIAN CHIEF. Probably the best red Iris. Standards violet red, falls rich glowing red, tall and handsome. Each, 30c; 3 for 75c.

JUANIATA. Large flowers of clear, deep blue. Sweet scented. Each, 30c; 3 for 75c.

KING JUBA. Large yellow standards with red falls. Each, 30c; 3 for 75c.

LOHENGGRIN. A rare and attractive shade of mauve pink, blending well with Madam Chereau when the two are cut together. Each, 25c; 3 for 60c.

LORD OF JUNE. Standards are rich lavender-blue and the falls rich violet-blue. A giant flower with excellent form. Each, 25c; 3 for 60c.

MADAM CHEREAU. Pure white flowers bordered and laced with brightest blue. Each, 25c; 3 for 60c.

PROSPER LAUGIER. Standards of this variety are a fiery bronze and the falls a ruby purple. A beautiful flower. Each, 30c; 3 for 75c.

RHEIN NIXE. A charming Iris. Rich raspberry purple and white. Each, 25c; 3 for 60c.

SEMINOLE. Rich velvety crimson bi-color. Each, 30c; 3 for 75c.

SOUVENIR DE MADAME GAUDICHAU. The best dark purple Iris. Beautiful dark rich purple flowers. Each, 30c; 3 for 75c.

SUSAN BLISS. A tall Iris with flowers of a uniform shade of deep rose pink with a light orange beard. Each, 30c; 3 for 75c.

OLDS' MIXED IRIS. A fine mixture made up from our named varieties. 3 for 25c; 12 for 85c; 25 for \$1.50, postpaid. Not postpaid, 100 for \$6.00.

DWARF IRIS

DWARF IRIS grow to a height of 6 to 8 inches. These early flowering Iris are fine for rock gardens and borders. We offer four colors. White, yellow, lavender and purple. State color wanted. Each, 25c; 3 for 60c; 6 for \$1.05; 12 for \$2.00.

Olds' Phlox

BEACON. Beautiful brilliant cherry red, growing 36 inches high. The flowers are carried on strong straight stems. Each, 30c; 3 for 75c.

BORDER QUEEN. Immense pure pink trusses on dwarf bushy plants about 18 inches high. Each, 35c; 3 for 90c.

EUROPA. Large pink flowers with dark scarlet eye. Each, 30c; 3 for 75c.

FLORA REIDY. Probably the best white in cultivation today. Large pure white flowers. Each, 30c; 3 for 75c.

FUERBRAND (Fireglow). Almost vermilion or brilliant orange scarlet. Free flowering variety of medium height. Each, 30c; 3 for 75c.

GEORGE STIPP. A new variety of deep glowing salmon with shade lighter eye. An excellent outstanding variety. Does not fade. Each, 30c; 3 for 75c.

HAUPTMANN KOEHL. Newest and best cherry red. Each, 30c; 3 for 75c.

MRS. JENKINS. A pure white. Each, 30c; 3 for 75c.

PAINTED LADY. We think this about the most beautiful Phlox. Large pink flowers with dark scarlet eye. Each, 30c; 3 for 75c.

RHEINLANDER. A salmon pink with red eye. Each, 30c; 3 for 75c.

R. P. STRUTHERS. A smooth blending of rosy-carmine with salmon. Darker eye. Fine large truss. Each, 30c; 3 for 75c.

SALMON GLOW. Beautiful large soft salmon. Each, 30c; 3 for 75c.

SIEBOLD. Orange scarlet with red eye. Very fine. Each, 30c; 3 for 75c.

UNIVERSITY OF WISCONSIN. Rosy magenta. A strong grower. Each, 30c; 3 for 75c.

MIXED PHLOX. An assortment of many good varieties in mixed colors. Specially fine for landscape or foundation plantings. 3 for 50c; 6 for 90c; 12 for \$1.70; 25 for \$3.25.



Sherwin Wright Iris.

OLDS' SUNBEAM IRIS COLLECTION

Seven choice Iris roots for \$1.00.

Olds' Sunbeam Iris Collection consists of one large root each of the following varieties, each labeled:

Lohengrin. Mauve pink.

Rhein Nixe. Purple and white.

Madam Chereau. White, edged with lavender.

B. Y. Morrison. Lavender and purple.

Clara Noyes. Tan and reddish-bronze.

Gold Imperial. Brilliant yellow and orange beard.

Prosper Laugier. Bronze and ruby purple.

Olds' Rainbow Phlox Garden

Seven varieties for \$1.60, postpaid.

We offer one each of the following named varieties of Phlox: Border Queen, Painted Lady, Rheinlander, R. P. Struthers, Siebold, University of Wisconsin, and George Stipp. Separately packed and labeled, for \$1.60, postpaid.



Painted Lady Phlox

Olds' Hardy Flowering Plants



Coreopsis, Mayfield Giant.



Aquilegia.



Campanula, Persicifolia.

Olds' Northern Grown Hardy Perennials are all two to three years old, field grown plants. They should not be confused with the small one-year seedlings which are so often offered. Perennials should be used for permanent plantings in beds and borders. When once established they will produce an abundance of flowers for years to come with practically no attention. **ALL PRICES ARE POSTPAID.** Order early. Plants will be sent at planting time.

ACONITUM NAPELUS, Monkshood. This plant reaches a height of three to four feet. Upright single spike covered during July and August with dark blue flowers. Each, 30c; 3 for 75c.

ACHILLEA, The Pearl. Two-foot plants covered with pure white double flowers, from June to August. Excellent for cutting. Each, 30c; 3 for 75c.

ALYSSUM SAXATILE, Basket of Gold. Masses of bright yellow flowers in early spring. Excellent for front row of borders or the rock garden. Each, 30c; 3 for 75c.

ANTHEMIS, Tinctoria. Better known as Camomile. Handsome, finely cut foliage, with large golden-yellow flowers lasting most of the summer. Will do well on poor soil. Each, 35c; 3 for 90c.

AQUILEGIA, Dobbie's Long Spurred Hybrids (Columbine or Honeysuckle). One of the most graceful and dainty of hardy perennials with its delicately tinted bird-like blossoms on their slender stems, bowing and nodding in the breeze. Mixed colors only. Each, 30c; 3 for 75c.

HARDY ASTER, Mauve Cushion. A circular cushion-like plant rarely exceeding over ten inches in height. The flowers are delicate soft mauve with silverish-white reflections, measuring about 1½ inches in diameter. They appear in such numbers as to completely cover the plant. An excellent fall blooming plant usually beginning to bloom in early October. Requires a sunny location. Each, 35c; 3 for 90c.

CAMPANULA, Rotundifolia (Harebell), (Blue Bells of Scotland). A good plant to grow in crevices of a rock wall or garden. Blooms in June. 10 to 16 inches tall. Each, 30c; 3 for 75c.

CAMPANULA, Persicifolia (Turbanata). This variety has large bells of beautiful china blue. An improved strain of peach leaf Campanula. Each, 30c; 3 for 75c.

CLEMATIS RECTA. A fragrant pure white flowering dwarf shrubby Clematis growing about two to three feet in height. Showy clusters of blooms appear during June and July. Each, 35c; 3 for 90c.

CLOVE PINKS, Dianthus Plumarius. Perfectly hardy and flowering continuously from spring until late fall if the flowers are removed when they begin to fade. Their spicy fragrance rivals their brilliant colors, varying from pure white to the richest crimson, many being beautifully striped and laced. Single and double. Each, 25c; 3 for 60c.

COREOPSIS, Mayfield Giant. Sometimes called Yellow Daisy. Borne on numerous stems in great profusion nearly all summer. Each, 30c; 3 for 75c.

DAISY, Shasta. Burbank's large white daisy. Flowers in July. 4 to 5 inches across. Each, 30c; 3 for 75c.

DAISY, Double Shasta. Similar to the Shasta Daisy only the flowers are double. Some plants produce a type with lacinated petals. Each, 30c; 3 for 75c.

DAISY, Improved Harts and Elders. The best early flowering white daisy, much better than Memorial, being earlier and larger. Flowers are about the size of Shasta Daisy. Excellent for Memorial Day Decoration. We highly recommend it. Each, 30c; 3 for 75c.

DICTAMNUS (Gas Plant). An old-fashioned favorite. The leaves have a fragrant odor and the flowers are borne in upright racemes. The plant has glands that secrete a volatile matter and when ignited in hot weather will burn without injury to the plant. Plant on well-drained rich soil. Each, 35c.

DIANTHUS, Deltoideus. Small rose flowers produced in profusion. Grows 6 inches tall. Fine for rockery. Blooms in June. Each, 30c; 3 for 75c.

DICENTRA (Bleeding Heart). An old-fashioned flower which should be in every garden. Long drooping racemes of heart-shaped flowers. Each, 45c.

DICENTRA, Eximia. A dwarf Bleeding Heart with finely cut foliage and showy racemes of pink flowers. Blooms for a long season. Does well in shade or sun. Each, 40c.

DELPHINIUM, Pacific Giants. The best strain of giant Delphiniums. Mildew-resistant. See page 12 for complete description. Each, 45c; 3 for \$1.25.

DELPHINIUM, White Pacific Giant. Grown from our Galahad series. Whites of enormous size. Each, 60c.

DELPHINIUM, Belladonna (Sky Blue). A continual bloomer. Each, 30c; 3 for 75c.

FUNKIA VARIEGATA (Plantain Lily). An excellent edging plant. Variegated foliage with bright blue flowers. Prefers a location with ample moisture. Each, 30c; 3 for 75c.

GAILLARDIA, Grandiflora (Blanket Flower). One of the most satisfactory, hardy perennials. The large brown center is surrounded by petals marked with concentric rings of brilliant crimson, scarlet, orange and vermillion. One of the few perennials which is always in blossom. Two to three feet in height. Each, 30c; 3 for 75c.

GAILLARDIA, Burgundy. New shining wine-red Gaillardia. The first of the all-red Gaillardias introduced. Highly recommended. Each, 30c; 3 for 75c.

GYPSOPHILA, or **BABY'S BREATH**, Paniculata Compacta. When in bloom in August, it forms a symmetrical mass 2 to 3 feet in height and the same in diameter; of minute white flowers having a beautiful gauze-like appearance. Can be dried for winter. Each, 35c; 3 for 90c.

GYPSOPHILA FLORA PLENA. This is a double variety of Baby's Breath. Forms masses of minute double white flowers. Each, 40c; 3 for \$1.10.



Gaillardia, Grandiflora.

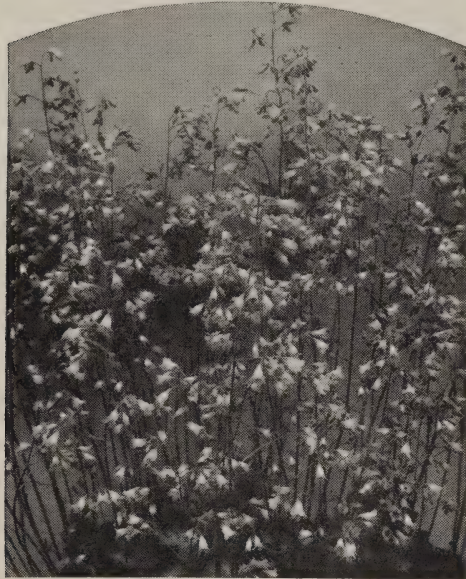
HEMEROCALLIS (Day Lilies)

Florham. Large trumpet-shaped variety. Flowers of rich golden yellow with yellow markings. A strong grower attaining a height of 3 to 3½ feet. Flowers in June and July. Each, 30c; 3 for 75c.

Fulda. Coppery-orange shading to crimson. Sometimes called Brown Day Lily. Three feet in height. Flowering in July. Each, 30c; 3 for 75c.

Kwanso. A large double golden bronze day lily flowering in August. Each, 30c; 3 for 75c.

Thunbergia. A flower that does well in partial shade. Large lemon yellow lily shaped flowers in July. Each, 30c; 3 for 75c.



Heuchera (Coral Bells).

HEUCHERA, Sanguinea (Coral Bells). Beautiful plants for front row of borders, with slender, fairy-like spikes of richly colored flowers; most striking in the garden and light and graceful for cutting. 12 to 18 inches. June to September. Flowers bright crimson; very free-flowering. Excellent for rock garden. Each, 35c; 3 for 90c.

LILY OF THE VALLEY. Too well known to need much in the way of description. Excellent for massing in shady locations. Their fragrant little white bell-shaped flowers are ideal for mixed bouquets. Clumps, each, 30c; 3 for 75c.

LINUM (Flax). Lovely flowers either blue or white on 12 to 18-inch bushy plants. Flowers from May to July. State color wanted, white or blue. Each, 30c; 3 for 75c.

MONARDA (Bee Balm, Bergamot). Brilliant crimson flowers are produced from June until August on tall plants suitable for border or background plantings. Foliage is delightfully fragrant. Each, 30c; 3 for 75c.

NEPETA (Catnip). A dwarf compact plant producing masses of blooms of a beautiful shade of lavender throughout the spring. Excellent for rock gardens or where dwarf plants can be used. Each, 30c; 3 for 75c.

PYRETHRUM, Roseum. The fern-like foliage is attractive and the flowers ranging from pure white through shades of pink are beautiful on the plant, also as cut flowers. 20 to 24 inches tall. Each, 30c; 3 for 75c.

RANUNCULUS (Early Spring Buttercup). A very early yellow flower growing on warm, sandy slopes. Because of its earliness well worth growing in the rock garden. 4 inches. April. Each, 25c; 3 for 60c.

RUDEBECKIA, Purpurea (Coneflower). Large purple flowers with brown cone-shaped centers. Easy culture. Good ordinary soil in sun. Height, 3 feet. Recommended for borders. Each, 30c; 3 for 75c.

SAPONARIA, Ocymoides Splendens. A very pretty dwarf creeper for the rock garden. Forms a cloud of dainty pink flowers in June. Attractive green foliage. Each, 30c; 3 for 75c.

SEDUM, Spectabile, Brilliant. A beautiful, erect-growing species with broad, thick, light green foliage and immense heads of Amaranth red flowers. Blooms late. Each, 30c; 3 for 75c.

STATICE, Dumosa. Large, flat heads of tinted white flowers. May be dried and kept for months. Blooms in July. Grows 10 to 12 inches. Each, 30c; 3 for 75c.

CREeping PHLOX

Alba. A dainty creeping Phlox that is simply covered in the early spring with a profusion of clear white flowers. Six inches tall. Each, 30c; 3 for 75c.

Lilacina. Similar to Subulata Alba but the flowers are larger and a delicate blue-lavender in color. Foliage is light green. Each, 30c; 3 for 75c.

Atropurpurea. This variety will make an exceedingly brilliant display. Flowers are deep carmine red. Each, 30c; 3 for 75c.

Vivid. The finest of all dwarf or creeping Phlox. Bright pink with dark pink eye. Each, 30c; 3 for 75c.

DAY LILY COLLECTION

One each of the above four varieties for \$1.00, postpaid.

IBERIS, Little Gem (Hardy Candytuft). Beautiful rock or border plant. Dark green foliage covered with pure white flowers in June. Each, 35c; 3 for 90c.

LAVENDER, True English. The old fashioned sweet Lavender used in sachet, etc. Blue fragrant flowers in July. Plants 18 inches tall. Each, 35c; 3 for 90c.

LIATRIS (Kansas Gay Feather). Showy plants 4 feet high with spikes of purple flowers. Grow well in sun or shade and most all soils. Blooms midsummer. Each, 30c; 3 for 75c.



Red Oriental Poppy.

ORIENTAL POPPIES

Red Oriental. For a dazzling display of rich and brilliant coloring no other flower can equal the vivid orange scarlets of the Oriental Poppies. Easily established and perfectly hardy. 36 inches in height. Each, 30c; 3 for 75c.

Salmon Pink Oriental. Like the red poppy in growth but a beautiful salmon in color. Each, 35c; 3 for 90c.

Orange Oriental. Like the Red Oriental Poppy, but a brilliant orange in color. Each, 35c; 3 for 90c.

VALERIANA, Officinalis (Garden Heliotrope). Showy heads of white flowers. Strong, sweet scent. 10 inches high. Each, 30c; 3 for 75c.

VERONICA, Blue Spires (Speedwell). An excellent border plant. Grows two feet high with lovely deep blue spikes which show up well in the border. Foliage is bushy and the plants are upright in growth. Flowers throughout the early summer. Each, 30c; 3 for 75c.

YUCCA, Filamentosa (Adam's Needle). The sword-like foliage is very attractive. Well established plants give spikes of white, lily-like flowers in June. Height, 3 to 4 feet. Each, 35c; 3 for 90c.



Spirea, Aruncus.

SPIREA, Aruncus. Graceful plumes 4 feet high in June with feathery panicles of white flowers. Each, 35c; 3 for 90c.

TRANSPLANTONE

PATENTS PENDING

TRANSPLANTONE is a vitamin-hormone stimulant for rooted plants. It contains not only vitamin B-1 but also the most effective plant hormones and other vitamins so that it works on more kinds of plants and in a much wider range of soils than B-1 alone.



TRANSPLANTONE is a soluble powder applied in water solution to the soil around the roots of plants, shrubs, trees, and seedlings. It increases root-growth, vitalizes the plant generally and carries the plant over the shock of transplanting.

ECONOMICAL AND EASY TO USE. One ounce dissolved in water will make 10 gallons of transplant solution or 1,000 gallons of solution for weekly watering. Simple, complete instructions in every package. 1/2 oz., 25c; 3-oz. can, \$1.00, postpaid.

BUILD AND REPAIR LAWNS IN THE FALL. SEE BACK COVER.

STOP CLIMBING CANKER WORMS with TREE TANGLEFOOT

Don't let cankerworms or other creeping insects ruin your valuable shade trees. Apply **TREE TANGLEFOOT**, either directly or indirectly (with removable Balsam Wool Bands). A barrier no creeping insect can pass.



PROTECT NOW AGAINST THE SPRING INVASION

Prices: 1-lb. can, 80c; by mail, 85c; 5-lb. can, \$3.75; by mail, \$4.00; 10-lb. can, \$7.00; by mail, \$7.50.

NEW GREEN GROWING POTS

Made of strong water-proof paper; light, unbreakable and will not rot. Will reduce growing costs. They weigh just one-tenth as much as clay pots and require less water.



	By mail	or freight	By express
2 1/2-inch	25	100	1.000
3-inch	\$0.30	\$0.90	\$7.20
3 1/2-inch	.35	1.05	8.60
4-inch	.50	1.45	10.85
	.55	1.55	12.50



CYCLONE SEEDER

The Cyclone has a national reputation as a high-grade seed sower. It is built, not for cheapness, but for durability and accurate work. Scatters seed evenly and may be quickly adjusted for different seeds. Price, \$2.75, postpaid.

TREE PAINT

An antiseptic treatment to prevent diseases while tree is overcoming the shock of pruning. Covers twice as much surface as ordinary bituminous compounds. Prices: 1/2 pint, 30c; by mail, 35c. Pint, 45c; by mail, 55c.

WIRED GARDEN LABELS

Label your plants and tag your bulbs with painted wired, painted wood garden labels. Label is 3 1/2 inches by 5/8 inch and is painted on one side. Price: 35c per 100; \$2.40 per 1,000, postpaid.

ROOTONE

The plant hormone powder for quicker rooting of cuttings and seeds. Ready to use, no mixing necessary. Dip your cuttings in the dry powder, then plant.

Dust your seeds with the Rootone powder for faster germination and heavier root growth. This is particularly worth while on grass, as it gives a heavy turf in a much shorter time. A 2-ounce jar of Rootone treats 3,000 cuttings or 20 pounds of grass seed.

Prices: 1/4-oz. pkt., 25c; 2-oz. jar, \$1.00; 1-lb. can, \$5.00, postpaid.

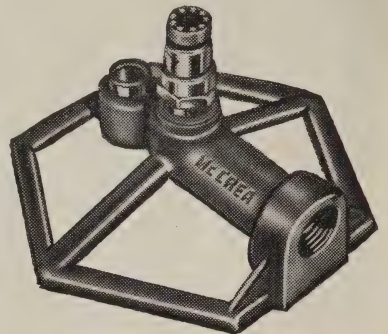
FLORALIFE

Floralife prolongs the life of the flower by many days. Prevents fading; retards wilting even in warm rooms. It is very simple and easy to use. A 10c package is sufficient for a 2-quart vase or several smaller vases. Splendid to use for flower shows. Price, large packet, 10c; 3 for 25c, postpaid.



HORN SEEDER

Horn Seed Sower. A sectional tube style. Fits together like a stove pipe. Has patented improved feed gauge. Sows all small seeds any desired amount per acre and you can depend upon the brass feed gauge. Price, \$1.00, postpaid.



Four-In-One Sprinkler.

FOUR-IN-ONE SPRINKLER

The new "four-in-one" water sprinkler can be used to throw a 35-foot diameter spray for deep penetration; operated with half head spraying for along walks without inconvenience to pedestrians, or used with quarter head localizing spray on flowers and shrubs. Regardless of the landscape pattern, the correct spraying can be limited to the portion desired. Full circle head can be adjusted from coarse raindrops to fine mist. Base, of cast iron, attractively finished; removable head and socket, of non-corrosive brass. We have just a few left. Price, \$1.85, complete, postpaid.

SOIL SOAKER



Like an all-night rain, it really soaks the soil. Water seeps through the entire length gently. No sprays. Puts water where you want it. All soaks to the roots. Made of scientifically treated mildew-resistant canvas. One end screws to the water hose, the other end is closed. Water seeps through the pores directly into the soil over an area of several feet on all sides. No waste on walks or driveways. Ideal for lawns, terraces, flowers, vegetable gardens, hedges and shrubs, trees, etc. Save 25 per cent on your water bill. Prices: Postpaid—12-ft. hose, \$1.40 each; 18-ft. hose, \$1.90 each; 30-ft. hose, \$2.90.

Olds' Field Seeds for Fall Sowing



Our president, Mr. R. H. Lang, inspecting a field of White Winter Rye.

WINTER RYE WISCONSIN PEDIGREE WHITE

Wisconsin Pedigree No. 6 is a strain of Winter Rye recently released by the Wisconsin Experiment Station. Its strong feature is its very light color, almost pure white. Prof. Leith says, "The Pedigreed White Rye is the result of an effort to get a nicer appearing rye than we had in the Old Pedigree Schlanstedt and meets the expectations of millers and bakers who prefer lighter colored ryes."

This new rye is just as good a yielder if not better than the old Wisconsin Pedigree and it has a big advantage in quality. It is also shorter in straw.

Standard Stock: Pk., 60c; bu., \$1.80; 10 bus. at \$1.75; 25 bus. at \$1.70. Sacks free.

COMMON WINTER RYE. Pk., 60c; bu., \$1.75; 10 bus. at \$1.70; 25 bus. at \$1.65. Sacks free.

WINTER WHEAT WISCONSIN PEDIGREE NO. 2

If you are going to sow some Winter Wheat this fall do not sow "just wheat" but sow Wisconsin Pedigree No. 2. This is one of the list of famous pedigree grains put out by the Wisconsin Experiment Station. It is from the well-known Turkey Red and has all the good characteristics of that variety—hard red grains, bearded heads, vigorous growth and extreme hardness.

Wisconsin Pedigree No. 2 is the hardiest of all winter wheats for this section, produces large, plump kernels and outyields all others.

Standard Stock: Pk., 75c; bu., \$2.30; 10 bus. at \$2.25; 25 bus. or over at \$2.20. Sacks free.

SAND VETCH OR WINTER VETCH

A valuable leguminous plant. Sow with rye in September or early October, 15 to 20 pounds of vetch and ½ bushel of rye per acre. Makes fine fall and winter pasture and can also be pastured early in the spring. The seed we offer is the best American grown, cockle free.

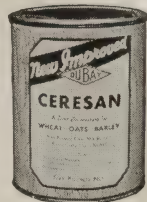
Prices, by mail: Lb., 30c; 5 lbs., \$1.25. By freight: 10 lbs., \$1.70; 100 lbs., \$14.00. Sacks free.

NEW DU PONT WEED KILLER

Du Pont Weed Killer is based on a new industrial chemical, Ammonium Sulfanate, which is non-poisonous and free from explosion or fire hazards. It has proven very effective by test for the following plants: poison ivy, poison oak, wild blackberries, blueberries, chokecherries, rag weed, Russian thistle, sow thistle, prickly lettuce, Gromwell, hoary cress and Canada thistle. One pound will make at least one gallon of spray. Ask for leaflet. Prices: Lb., 50c; 3 lbs., \$1.25; 5 lbs., \$2.00, postpaid. By freight: 50 lbs., \$12.00; 100 lbs., \$22.00.

INCREASE YOUR YIELDS OF FALL GRAINS WITH CERESAN

Lower your production cost per acre—enlarge your profits—by increasing yields with New Improved Ceresan, the ethyl mercury phosphate dust disinfectant. Treat all fall grains with New Improved Ceresan to control seed-borne smuts and scab seeding blights. It is effective and inexpensive. Only ½ ounce (there is a measuring spoon in each can) is required per bushel of seed. Costs but 1½ to 2½ cents a bushel of seed. Easily and quickly applied by 20 to 25 revolutions of seed treater or 3 turnings with a shovel. Seed should be treated 24 hours before planting. No wetting of the seed nor reduced drilling rate.



Prices: 4-oz. can (treats 8 bu.), 30c; 1 lb., 80c, postpaid. 5 lbs., \$3.40; by mail, \$3.60; (until present stocks are exhausted), then order 4-lb. size, \$2.70; by mail, \$2.90; 25 lbs., \$15.00; 100 lbs., \$55.00.

FANCY KENTUCKY BLUE GRASS

Blue Grass is the foundation grass for all lawns, as well as for permanent pastures. Use plenty of seed. It pays to use the seed liberally.

Old Gold Brand (24-pound seed)—By mail: Lb., 45c; 5 lbs., \$2.00, postpaid. By freight: 10 lbs., \$3.30; 100 lbs., \$30.00. Sacks free.

REED CANARY GRASS

The Grass for Lowlands

Reed Canary Grass is a very valuable new perennial hay and pasture crop especially desirable for low, marshy land. Nothing like it has been thus far produced as it puts land that is just a dead waste into production of valuable forage. Continues to grow without care or attention. Very highly recommended by the Wisconsin and Minnesota Experiment Stations.

For Pasture it lengthens the grazing season as it starts very early in the spring, and beginning before June 1st, will furnish an abundance of pasture throughout the entire season until late in the fall.

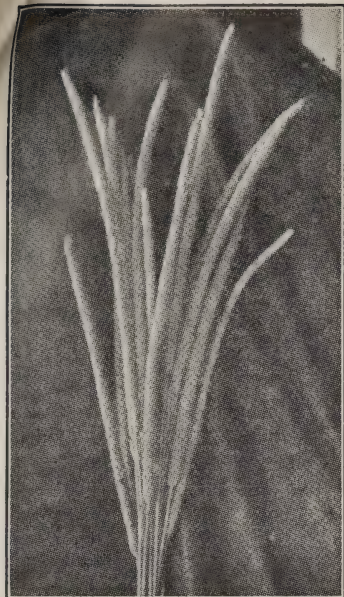
For Hay. It makes a heavy yield of good quality hay, better than timothy and far superior to wild hay. Ordinarily two or more cuttings can be made in a season. As high as seven tons of hay per acre have been produced in one season.

CULTURE. Seed sown just before the ground freezes up will lie in the ground over winter and be ready to grow early in the spring. The ground in the fall is usually dry so that teams with implements can work the soil. Sow 4 to 6 pounds to the acre with a drill. Seed can also be sown in August and September with good results. There is danger, however, of young seedlings winterkilling, or drowning out in the spring, with unfavorable weather.

Prices, by mail: Lb., 45c; 5 lbs., \$2.10, postpaid. By freight: 10 lbs., \$3.50; 100 lbs., \$32.00. Sacks free.



A Wisconsin field of Reed Canary.



Olds' High Grade Timothy Grows Long Heads.

CRESTED WHEAT GRASS FAIRWAY STRAIN

(Sow fifteen pounds per acre.)

A new grass especially suited for semi-arid conditions which will endure long periods of drought without injury. Growth begins very early in the spring and the grass thrives during the cool weather of spring and fall. The value for hay and pasture compares favorably with Brome Grass, averaging about 300 pounds more per acre in a season. Seeding should be done on well prepared soil, preferably with a nurse crop especially on drier soils. Early and shallow planting are important. Excellent for lawns, golf course fairways, rural school grounds, etc., in dry regions or where artificial water is not available.

Prices: Certified Canadian No. 1, 1 lb., 40c; 5 lbs., \$1.85, postpaid. By freight: 10 lbs., \$2.30; 100 lbs., \$20.00.



A sheaf of Vicland Oats. Note the heavy heads.

TIMOTHY SEED

Our Timothy Seed is the purest and best that can be obtained. It is all thoroughly recleaned and free from noxious weeds, with high tests, most of it testing 99.6 per cent purity or better.

Prices, Old Gold Brand, by mail: Lb., 25c; 5 lbs., \$1.00, postpaid. By freight: Pk., \$1.30; bu. (45 lbs.), \$4.05; 100 lbs., \$9.00. Bags free.

Lakes Brand: Bu. (45 lbs.), \$3.95; 100 lbs., \$8.75. Bags free.

TIMOTHY AND ALSIKE MIXED. (1-4 Alsike): By mail: Lb., 30c; 5 lbs., \$1.25, postpaid. By freight: Pk., \$2.00; bu. (45 lbs.), \$6.00; 100 lbs., \$13.00. Bags free.

FANCY RED TOP

RED TOP is a very valuable general-purpose grass. A good meadow grass, one of the best for pasture and splendid for lawns. It not only succeeds on dry land but is also adapted to moist soils.

Red Top will produce a very desirable hay and will thrive and yield well especially on low, flat ground not adapted to clovers and alfalfa. For best results, Red Top should be sown early in September.

Prices, Fancy Solid Seed (recleaned, free from chaff). By mail: Lb., 35c; 5 lbs., \$1.50, postpaid. By freight: 10 lbs., \$2.20; 100 lbs., \$19.00. Bags free.

BROME GRASS (Bromus Inermis)

A hardy perennial with strong growing root stalks which make a thick, firm turf. Does exceedingly well on dry, loose soil. Its unusual drought-resisting powers recommend it for general cultivation. Produces a large yield of highly palatable and nutritious hay. It is slow to start and we advise to sow with a nurse crop when grown for hay. Splendid for permanent pastures. Seed early in spring or late summer at the rate of 20 to 28 lbs. of seed to the acre. By mail: Lb., 30c; 5 lbs., \$1.35, postpaid. By freight: 10 lbs., \$2.00; 100 lbs., \$17.00. Bags free.



Olds' Fancy Red Top.

OLDS' NEW PASTURE MIXTURE

The Division of Forage Crops, U. S. Department of Agriculture, are suggesting a number of "Pasture Plant Mixtures," adapted to different sections. The one that they recommend for our section we are offering our customers as our "Olds' New Pasture Mixture." This mixture is made up of Kentucky Blue Grass, Timothy, Red Top, Red Clover and Alsike, the percentages of the seeds used in the mixture running in the order named. Sow 20 pounds per acre for a good stand.

Prices: by mail: Lb., 35c; 5 lbs., \$1.50, postpaid. By freight: 10 lbs., \$2.20; 100 lbs., \$19.00. Sacks included.

PRICES FOR CLOVERS

The following prices are in effect at the time of writing this copy which includes bags, but they are strictly subject to market changes. Write for "Weekly Price List," showing latest prices.

	Lb.	Peck	Bu.	
MEDIUM CLOVER	Postpaid	15 lbs.	60 lbs.	100 lbs.
Old Gold Brand.....	\$0.50	\$5.40	\$20.40	\$33.00
MAMMOTH CLOVER				
Old Gold Brand.....	.50	5.40	20.40	33.00
ALSIKE CLOVER				
Old Gold Brand.....	.50	5.50	21.00	34.00
SWEET CLOVER				
Tall White.....	.30	2.55	9.00	14.00
Yellow Blossom.....	.30	2.55	9.00	14.00

VICLAND OAT

BUY SEED NOW FOR SPRING PLANTING

Be assured of seed of this record-breaking, rust and smut resistant Oat in the spring by purchasing seed now at our special fall price.

Vicland was developed by plant breeders of the University of Wisconsin and the United States Department of Agriculture. It is a cross between Victoria, a South American Oat, and Richland, a variety that originated in Russia. It is an early yellow, short straw variety, high in bushel weight. It is very resistant to the forms of rust commonly found in this region and is also very resistant to smut. On fertile soil, the straw will attain a good height, but on soils low in fertility, we do not recommend it as the straw is apt to be too short to cut with a binder. It goes through a long dormancy period after harvest and will stand in the shock for a long period without germinating. This is a distinct advantage in rainy weather. Reports from Wisconsin certified seed producers in 1941 and 1942 show an average increase in yield of one-half over yields of the varieties commonly grown in the same neighborhood. This also checks with the records of the Experiment Station. Reports of yields of over 100 bushels per acre are not uncommon.

Prices, Certified Seed, by freight: 3-bu. sealed bags only, \$1.50 bu. Packed in new bags which are extra at 45c each.

Standard Seed, by freight: Pk., 40c; bu., \$1.30; 10 bus. at \$1.25 per bushel. Packed in new bags which are extra at 45c each.

Checked by.....

YOUR NAME.....Date.....1943

Post Office.....State.....

Street, P. O. Box
or Rural Delivery.....County.....

Express or Freight Office { If different
from P. O. }.....Forward Goods.....

Money Order \$.....
Draft or Check \$.....
Postage Stamps \$.....
Cash - - - \$.....

(Parcel Post, Express or Freight)

(SEND NO CASH OR
CURRENCY UNLESS
REGISTERED.)

**IF OUT OF VARIETY
ORDERED MAY WE
SUBSTITUTE SOME-
THING SIMILAR?**

L. L. OLDS SEED CO. GIVE NO WARRANTY, EXPRESS OR IMPLIED, AS TO DESCRIPTION, QUALITY, PRODUCTIVENESS OR ANY OTHER MATTER OF ANY SEEDS, BULBS OR PLANTS IT SELLS, AND WILL NOT BE RESPONSIBLE FOR THE CROP. IF GOODS ARE NOT ACCEPTED ON THESE TERMS THEY ARE TO BE RETURNED IMMEDIATELY AND PURCHASE PRICE WILL BE REFUNDED.

[illegible]

POULTRY SUPPLIES

"Black Leaf 40"

KILLS LICE ON CHICKENS

Apply a few drops on roost with cap-brush, then smear. Fumes pass upward through the feathers of roosting chickens and destroy lice. Saves individual handling. Avoids flock disturbance.

Economical—efficient—a little goes a long way.

Prices: 1-oz. size, 35c; by mail, 40c; 5-oz. size, \$1.05; by mail, \$1.10; 1 lb., \$2.50; by mail, \$2.60; 2 lbs., \$3.70; by mail, \$3.85; 5 lbs., \$6.90; by mail, \$7.10; 10 lbs., \$11.65; by mail, \$12.00.

"BLACK LEAF 40" WORM PELLETS

Controls worms with no loss of production. Nicotine in shockless form. Pellets are divided. ½ pellet used for pullets and full sized pellet for hens. Tasteless, odorless, and non-toxic to birds.

Prices: 100 pellets, 85c; 500 for \$3.25; 1,000 for \$6.00, postpaid.

BLACK LEAF WORM POWDER

Kills poultry roundworm (Ascaridia lineata). Single-dose flock treatment. Odorless, tasteless, non-toxic to fowls. Contains nicotine in shockless form, hence does not throw flock off of production. Simple and easy to use.

Prices: 4-oz. size (100 birds), 75c; 1½-lb. size (600 birds), \$3.00; 3-lb. size (1,200 birds), \$5.60, postpaid.

"GOLD LEAF" TOBACCO POWDER

Controls roundworms. Just feed it in the mash. 2 lbs., 25c; by mail, 35c; 10 lbs., 65c; by mail, 85c; 100 lbs. by freight, \$4.25.

CYANOGAS KILLS RODENTS

CYANOGAS "A" DUST. A powerful dust that forms a deadly gas when exposed to the air. Kills ants, rats in burrows, ground hogs, prairie dogs, mice, gophers, woodchucks, ground squirrels, and hornets. Very effective. Does not rely on the feeding habits of the pests to destroy them.

Prices, by express only: 4-oz. spouted can for ants, 30c; ½-lb. can, 45c; 1-lb. can, 75c; 5-lb. can, \$3.00; 25-lb. can, \$10.00; 100-lb. can, \$25.00. Write for leaflets.

CYANOGAS "G" FUMIGANT. A positive fumigant for greenhouses, mushroom houses, warehouses, flour mills, grain and seeds, and soil sterilization, aphids, white fly, thrips, soft scale, mealy bug, and control for crop destroying rodents. A fumigant for bulbs in storage.

Prices, by express only: 5 lbs., \$3.00; 25 lbs., \$10.00; 100 lbs., \$25.00. Write for leaflets.

DON SUNG

Tonic for LAYING HENS



Don Sung is a concentrated medicine—no bulk or filler—ready to add to the mash-feed. It has a direct tonic action and doesn't force or hurt the hen in any way. It does its wonderful work by putting the hen in good health, and helping maintain that health.

Prices of Don Sung Tablets: Small size, 50c, postpaid; large size (3 times 50c size), \$1.00, postpaid; special size (6 times \$1.00 size), \$5.00, postpaid.

GROUP-OVER

Wheezing, Rattling, Choking Trouble Conquered in 48 Hours.

Keep a bottle of Group-Over on hand, and at the first symptom of a cold in your flock, start giving it to every affected bird. It clears the air passages and brings relief with magic quickness. Group-Over is easily given. It comes in a liquid form and a few drops do the work.

This famous remedy is positively guaranteed to give complete, prompt, and positive results, or your money will be refunded in full. There is nothing on the market like Group-Over for roup, colds, and canker.

Prices: 50c, postpaid; large size (2½ times 50c size), \$1.00, postpaid.

CARBOLINEUM

SPRAY POULTRY HOUSES NOW

Carbolineum kills chicken mites or fowl ticks in poultry houses. Applied once a year, by brush or sprayer, guaranteed to exterminate the mites or ticks and keep them away a whole year. Money refunded if it fails to do it. Weight, 12 lbs. to gallon.

Prices, net postpaid: 1 gal., \$1.50; 5 gals., \$6.75.

IMPORTED POULTRY PEAT MOSS

A labor-saving litter, requiring changing only twice a year. Used moss makes ideal fertilizer.

A bale, when opened up, will measure about 22 bushels and will cover an area of 250 square feet an inch deep. Be sure you get imported peat for best results.

Prices, by freight: 3-bu. sack, \$1.25; bale (about 22 bushels), \$4.75.

RAT-SCENT

A poisonous grain that is sure death to rats and mice. Harmless to chickens. No bait to mix. Lasts indefinitely and never gets mouldy or wormy. We recommend this very emphatically.

Prices by express (not mailable): 35c; large size, 50c.

RAT CORN

The old reliable rat and mice exterminator. It mummifies them. They simply dry up. Positively no smell. Best for home use. Harmless to human beings and livestock. Available in three sizes.

Prices: 30c, 55c, and \$1.05, postpaid.

SELF-LOCKING EGG CARTONS

Attractive carton for marketing eggs at highest prices. Holds 1 dozen. Prices: 12, 20c; by mail, 25c; 100, \$1.50; 1,000, \$13.00.

SPIRALET LEG BANDS

Colors: Blue, red, yellow, and green. Mention the colors preferred. Three sizes: Asiatic, American, Leghorn. Prices: 12, 10c; 25, 20c; 100, 60c, postpaid.

FLEX-O-GLASS

GET EGGS from the SUN

ALL WINTER 35¢

1/2 FORMER PRICE

Your hens will lay to the limit on ordinary grain and low-cost feed if you give them lots of **ULTRA-VIOLET RAYS** that come through Genuine **FLEX-O-GLASS**.

Unbreakable, Weatherproof
Only 1/10 the Cost of Glass

Tested and approved by Gov't Experiment Stations.
Keeps Heat In and Cold Out Better Than Glass.
Makes storm doors and windows of your screens.
Genuine **FLEX-O-GLASS** Lasts For Years.

ENCLOSING PORCHES

COVERING POULTRY HOUSE

SCREEN DOORS AND BARN WINDOWS

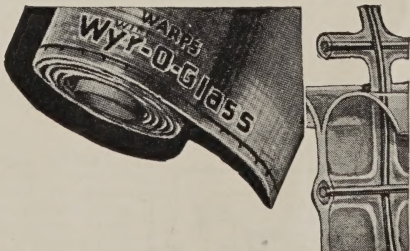
WE HAVE GENUINE FLEX-O-GLASS

Prices: 36-in. wide. One square yard, 35c; by mail, 45c; 5 square yards, \$1.80; by mail, \$1.95; 50 yards at 32c per yard, not prepaid.

WYR-O-GLASS

Wire Base Glass Substitute

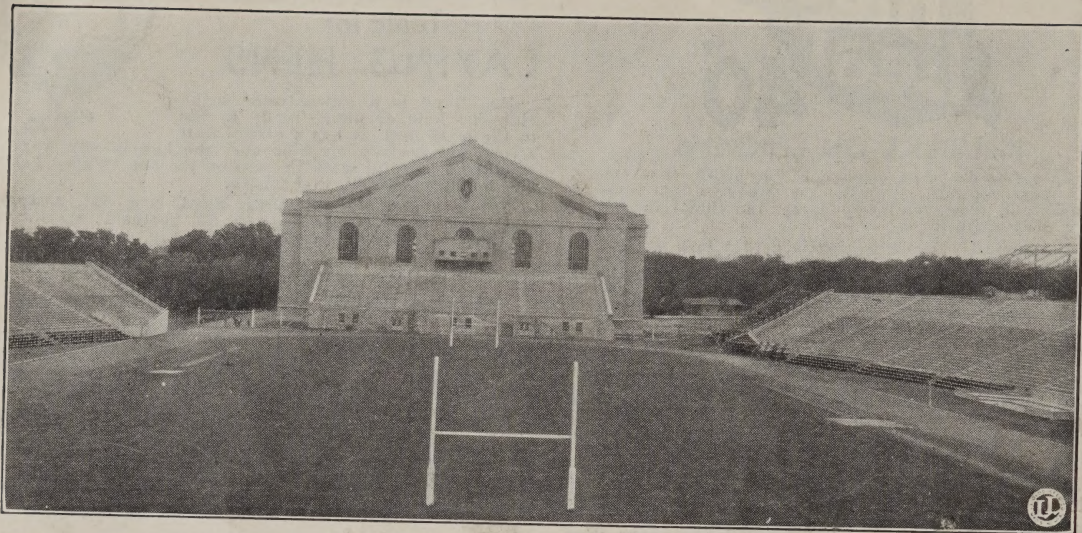
Extremely Tough and Very Transparent



Exceptionally transparent cellulose acetate coating, extra high in ultra-violet ray transmission, applied over a tough plastic cushion that bonds everything together into one sheet. Excellent for covering screens and doors for winter.

Prices: Square yard, 81c; by mail, 90c; 5 yards, 78c per yard; by mail, 83c per yard; 10 yards or more, 71c per yard, not prepaid.

Olds' Lawn Grass Mixtures



University of Wisconsin Stadium at Madison with the New Field House in the Background. The Thick, Tough Turf is from Olds' Lawn Grass.

Fall is an ideal time to make a new lawn or reseed the old one. Grass seed sown in August and September will sprout and thrive for a long period under favorable conditions before winter sets in. Then, too, weeds are gone in the fall permitting the grass to grow without interference. The winter is not nearly as severe on a lawn as the drought and heat of the summer, and by the time summer arrives the new grass will have had six to seven months of good growing weather so as to be well established for the summer ordeal. Feed your lawn Vigoro, the complete plant food. Apply at the rate of 4 lbs. per 100 square feet. Reseed the bare places. Use seed freely, at least one pound for each two hundred and fifty square feet, for reseeding about one-half this amount.

MADISON PARKS LAWN GRASS

Madison Parks Lawn Grass is a very carefully prepared mixture of high grade, heavy seed, that has been used extensively for several years in the parks about Madison. The seed is composed of White Dutch Clover, Bent, Chewings' Fescue, Fancy Red Top, Fancy Kentucky Blue Grass and others mixed in proper proportion. We recommend Madison Parks Lawn Grass as our best lawn mixture.

By mail: Lb., 55c; 5 lbs., \$2.60, postpaid. By freight: 5 lbs., \$2.35; 10 lbs., \$4.50; 100 lbs., \$37.00.

WISCONSIN SHADY MIXTURE

A fine mixture that has proven wonderfully successful in dense shade. Contains high priced grasses that are especially adapted to shaded locations. There is an increasing demand for a lawn grass that will really do well in the shade. Shady Grass does best if planted in the fall.

By mail: Lb., 60c; 5 lbs., \$2.75, postpaid. By freight: 5 lbs., \$2.50; 10 lbs., \$4.70; 100 lbs., \$40.00.

CAPITAL LAWN GRASS

Capital Lawn Grass is made up of substantially the same grasses and the same grades of seed that were used to make the beautiful lawn surrounding Wisconsin's magnificent capitol building here at Madison. It is composed of heavy seed of the highest germination but contains no White Clover.

By mail: Lb., 45c; 5 lbs., \$2.00, postpaid. By freight: 5 lbs., \$1.75; 10 lbs., \$3.40; 100 lbs., \$24.00.

LAKES LAWN GRASS

A good mixture at a low price. We have been making it for years and it has given general satisfaction. This mixture will probably make a better showing the first year than any of the others.

By mail: Lb., 40c; 5 lbs., \$1.75, postpaid. By freight: 5 lbs., \$1.50; 10 lbs., \$2.90; 100 lbs., \$22.00.

**FORWARDING AND RETURN
POSTAGE GUARANTEED**
POSTMASTER: If returned, please
note why (as provided by law), post-
age for which is guaranteed.
Deceased Unknown Unclaimed
Removed
L. L. OLDS SEED CO.
Madison 1, Wis.

Sec. 562 P. L. & R.
U. S. POSTAGE
PAID
MADISON, WIS.
Permit No. 8

*W. A. D. Sept 11. 1914
Federal Highway to Brown's Lake,
Madison, Wis.
-le*